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# BROADCASTING

Vol. 15 • No. 10

NOVEMBER 15, 1938
WASHINGTON, D. C.

Broadcast
Advertising

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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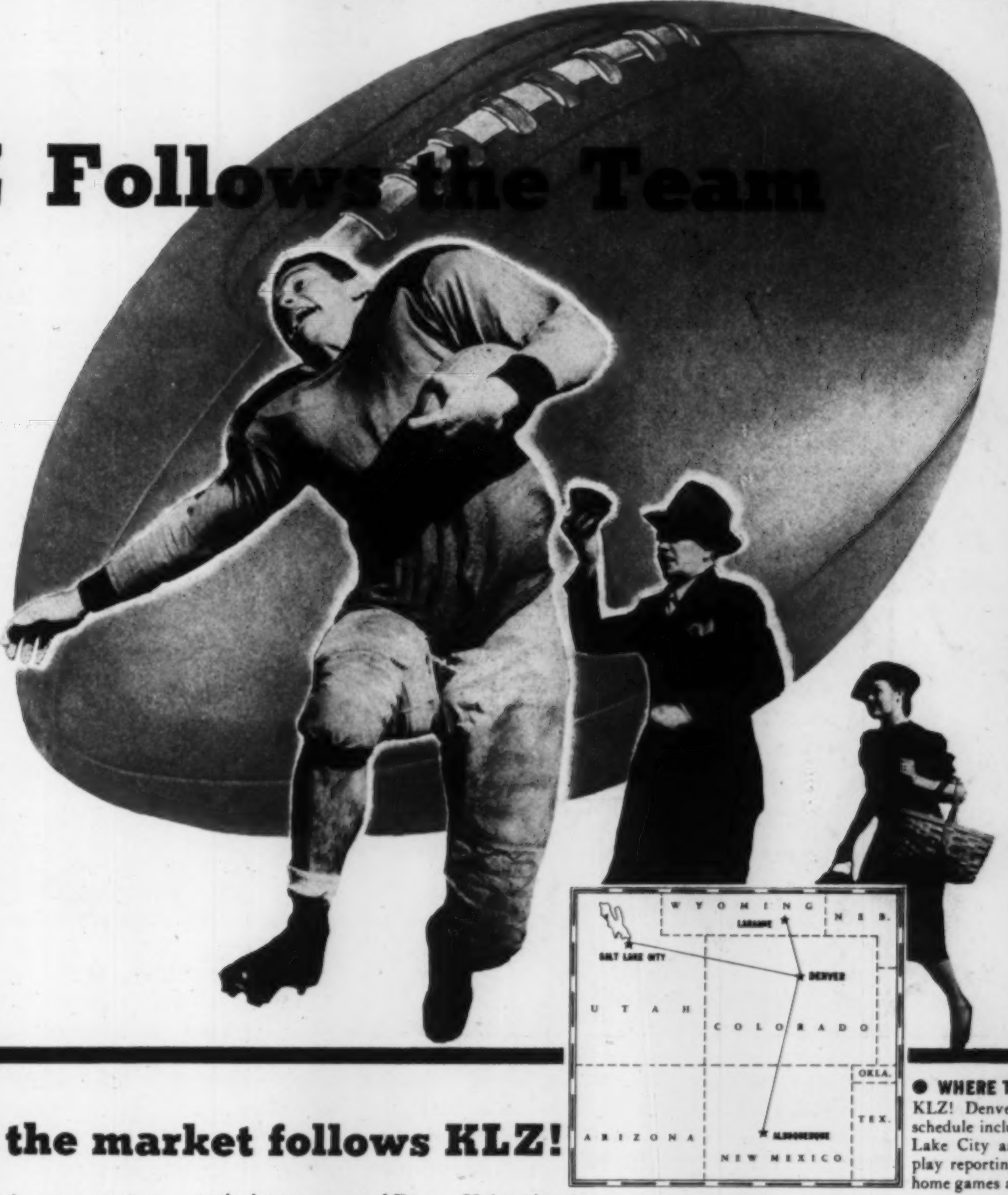
# KLZ Follows the Team



● **WHERE THE TEAM GOES,** there goes KLZ! Denver University's 1938 football schedule includes games at Laramie, Salt Lake City and Albuquerque. Play-by-play reporting of these and all Saturday home games are being broadcast by KLZ.

## . . . and the market follows KLZ!

● KLZ's year-'round sports coverage has won the enthusiastic acclaim of the most critical sports fans in this traditionally sports-minded community.

Big league baseball game re-creations . . . . brilliant handling of the National A. A. U. Basketball Tournaments for three consecutive years . . . . exclusive coverage of Denver University football . . . these, and ace-high reporting of other sports events have won for KLZ the greatest fan following in the Denver-Rocky Mountain region.

KLZ follows the team . . . . and a grateful market is eager to reciprocate by following KLZ.

**KLZ** *Denver*

CBS AFFILIATE ● 560 KILOCYCLES

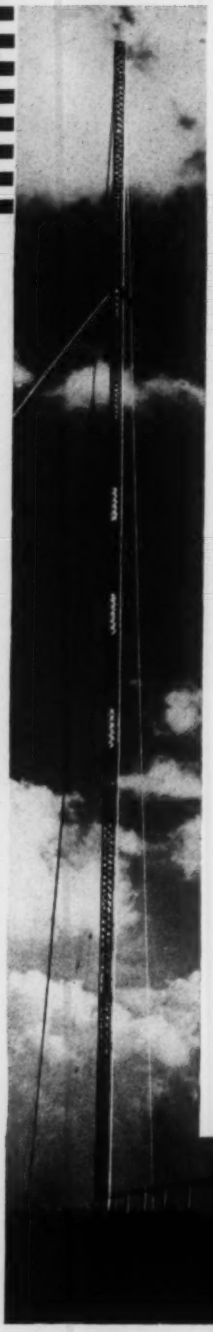
AFFILIATED MANAGEMENT WITH WKY AND THE OKLAHOMA PUBLISHING CO. REPRESENTED BY THE KATZ AGENCY, INC.

★ ★ ★ ★

# NEW WLS 50 KW HIGH FIDELITY TRANSMITTER

★

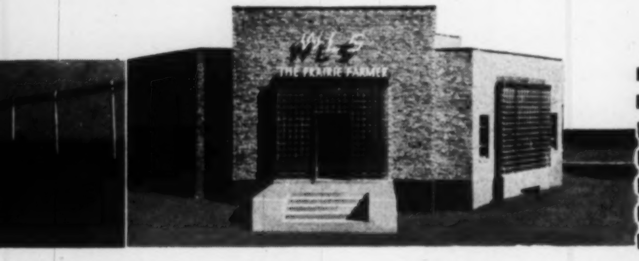
## NOW IN OPERATION



On November 12th WLS officially inaugurated its new transmitter — the latest development in radio engineering technique —RCA Type D High Fidelity transmitter with 586 foot tower. What this means to WLS advertisers and listeners is briefly stated as follows:

It will add 862,660 radio homes to the WLS .5 MV/M area; increase the radio homes in that area by 42%; increase the Iowa coverage 100%; the Indiana 198%; Michigan 407%, and adds correspondingly to WLS's already good reception in Chicago and the entire Chicago area. While these figures are based on preliminary engineering estimates, we believe them to be accurate — and if anything — conservative.

WLS advertisers get this increased coverage and improved signal at no increase in rates. Listeners get improved reception of WLS programs they have always preferred — and new listeners are added. **WLS, always recognized for its outstanding results for advertisers, now is even better than ever before.**

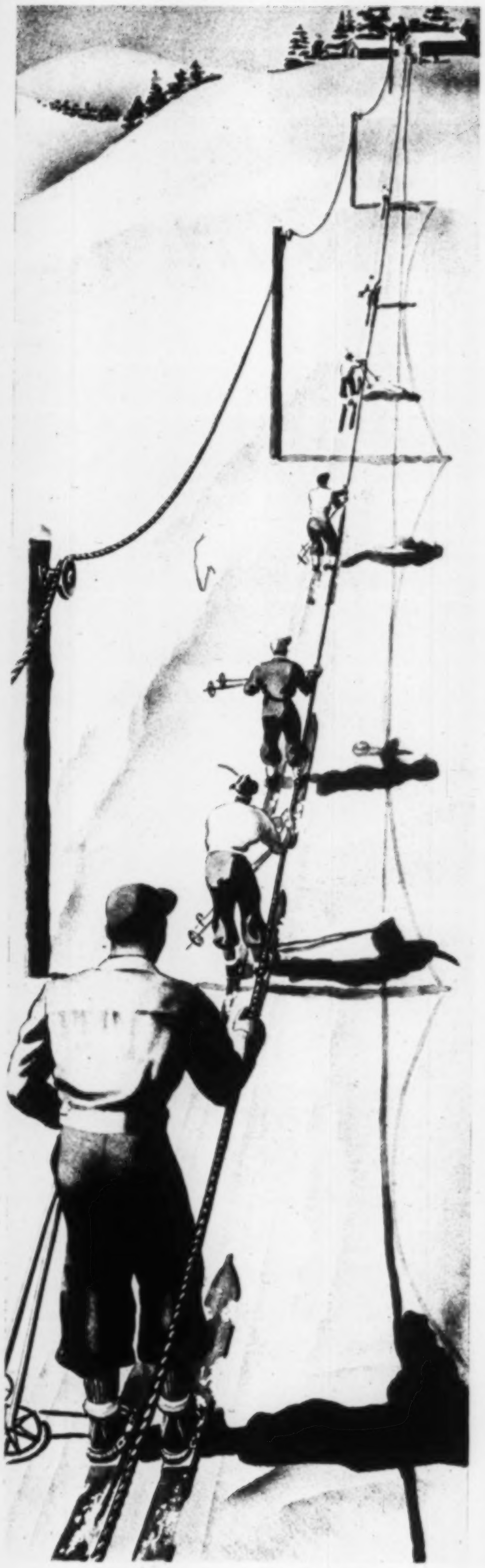


WLS Gets Results

*National Representatives:*
INTERNATIONAL RADIO SALES
*Chicago, New York, Detroit,*
*Los Angeles, San Francisco*

WLS

**THE PRAIRIE FARMER STATION**
Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*



# Use the Tow Rope to New England's Markets

ANY market analysis of New England shows that this rich area can be sold as one market only when sales effort is directed locally at the many large and widely separated retail centers.

Each center must be reached if the entire market is to be covered with maximum selling efficiency.

Like ski runners who mount the heights quickly and easily with the aid of a tow, you can expedite your advertising and sales campaign to important points in the New England market with the aid of the 16-station facilities of The Colonial Network.

No other network provides such extensive and effective coverage of this wide area at equally low cost.

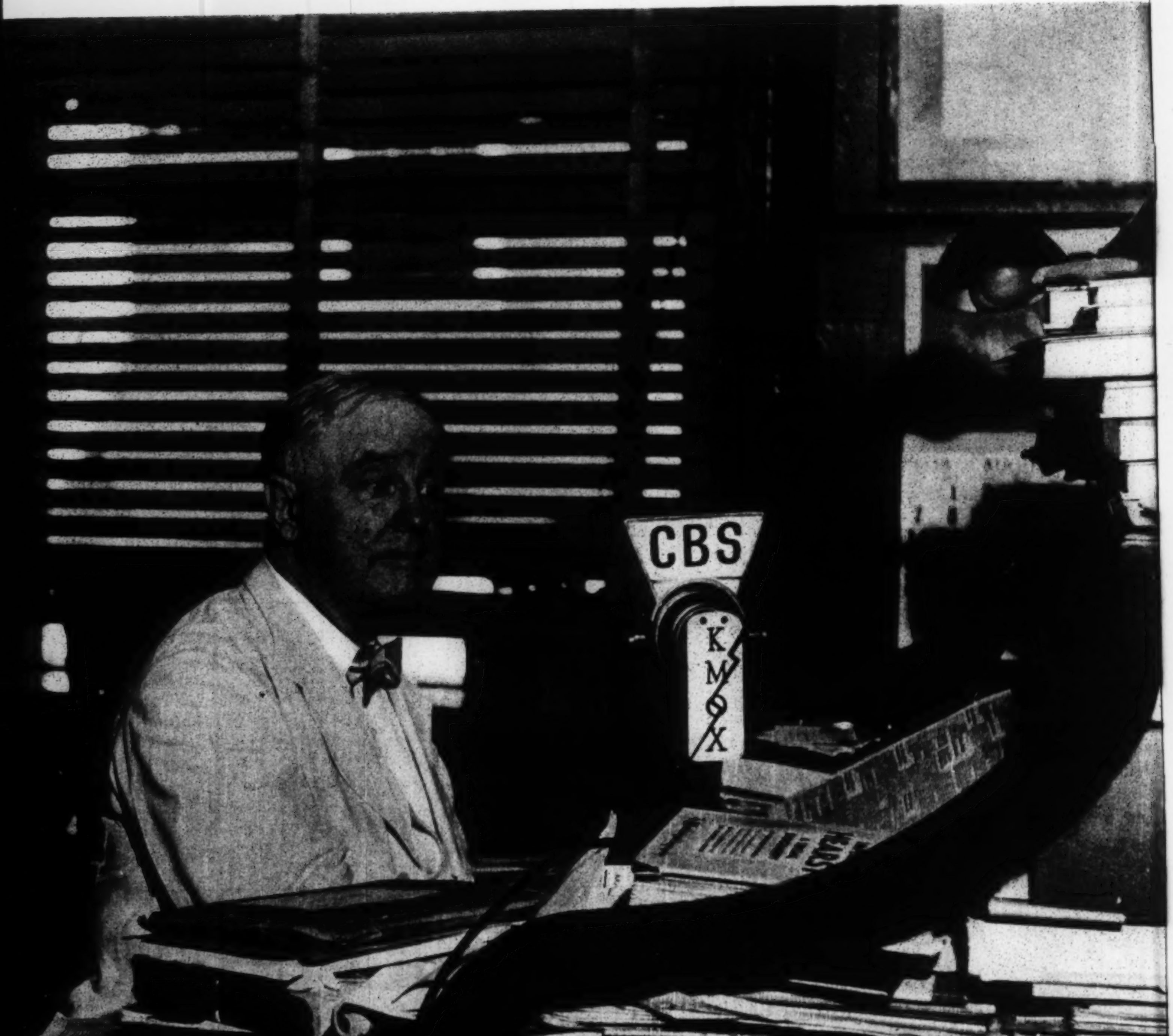
| | | | |
|---|---|---|---|
| WAAB | Boston | WLBZ | Bangor |
| WEAN | Providence | WFEA | Manchester |
| WICC | Bridgeport<br>New Haven | WNBH | New Bedford |
| WTHT | Hartford | WLLH | Lowell<br>Lawrence |
| WNLC | New London | WBRY | Waterbury |
| WSAR | Fall River | WLNH | Laconia |
| WSPR | Springfield | WRDO | Augusta |
| WHAI | Greenfield | WCOU | Lewiston<br>Auburn |

## *The* COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

# How much is a



# a miracle worth?

*The gentleman on the left, William Allen White of the Emporia Gazette, is the writer of the editorial below. He tells his morning-after-the-night-before reactions to the CBS broadcast which put him and the Emporia Gazette on the air, over 77 CBS stations.*

## THE MIRACLE

"Half a dozen cars, equipped with radios, parked in front of The Gazette office last night to get the first fresh gleanings of The Gazette's radio broadcast as they dripped out of the microphone. The reception was particularly good in front of The Gazette office. Down at Peter Pan park at the night kitten-ball game, interest in the game lagged and hundreds of people went to their radio-cars where the reception was splendid. But the real truth is that that broadcast left the microphones in the newsroom, composing room and pressroom of The Gazette and was sent by long distance telephone to the Columbia Broadcasting office in New York City, then went on the air from there and was telephoned back from New York City through various chains until it came to Topeka. The whole thing went 3000 miles by telephone and by air before it hit the radios near The Gazette office and at Peter Pan park. If that isn't a miracle, what is?

* * * *

"This hook-up which Emporians enjoyed last night was a coast-to-coast hook-up of the Columbia Broadcasting System, relayed by short-wave to Europe. The cost of such a network for 30 minutes is $20,000.* That is the commercial value of the entertainment which Emporians and the rest of the United States had. And well—so far as The Gazette's show is concerned, we can't see how it is worth it. It must cost millions every day to keep all these great radio stations going and the revenue returning must be sufficient to make a decent profit. That, also, is a miracle . . .

* * * *

"Gilbert Seldes, who is handling the series of broadcasts every Thursday night called "Americans at Work"† . . . is a man of exceptional intelligence and works out these "Americans at Work" programs very much like dialogues Friday afternoon at country school . . . The stage management of a dialogue like last night's with half a dozen characters is rather difficult and the timing is most intricate. During the midst of the broadcast, when Mr. Seldes asked the editor of The Gazette a question, he suddenly found that he had mislaid his slip and said under his breath, "The Lord help me!" When quicker than a flash Seldes handed over from his sheet the script with the reply on it. Everything is in duplicate. There can be no serious slips.

"Among the fan telegrams that came to The Gazette office was one from Samuel Ramseyer, of Larchmont, N. Y., who heard the broadcast. He is an uncle of Mrs. Peggy Stites and was of course surprised to hear that Mr. and Mrs. O. R. Stites had gone to Denver. He was so excited that he went to the telegraph office and wired The Gazette. Mr. Ramseyer used to visit here many years ago when his brother, J. P. Ramseyer, was in business. He said the broadcast made him homesick for Kansas.

* * * *

"Most of The Gazette force stood around last night in the newsroom and watched the show. It was a new experience. The microphones were attached in the composing room near the linotypes and in the pressroom by the newspaper press, and two microphones were at Frank Clough's desk. The office force in and out of the cast who had heard the rehearsal two or three times watched the performance with great zest, and after it was all over they all adjourned to Morris's drug store and had a coke, which is the height of night life in Emporia. It was a gay time and one of the really great adventures that The Gazette has had in the nearly 50 years of its life. And to think that that fleeting half-hour of newspaper jargon would have cost an advertiser $20,000!* It is no use trying to imagine such things.

"The world has gone clean plumb mad!"

---

*Not $20,000, Mr. White. The cost for a sponsored program, on the hook-up of 77 CBS stations which carried this program, would have been $9,570 (before discounts). And shrewd advertisers find it well worth while. What other reason for so many of them on the air!

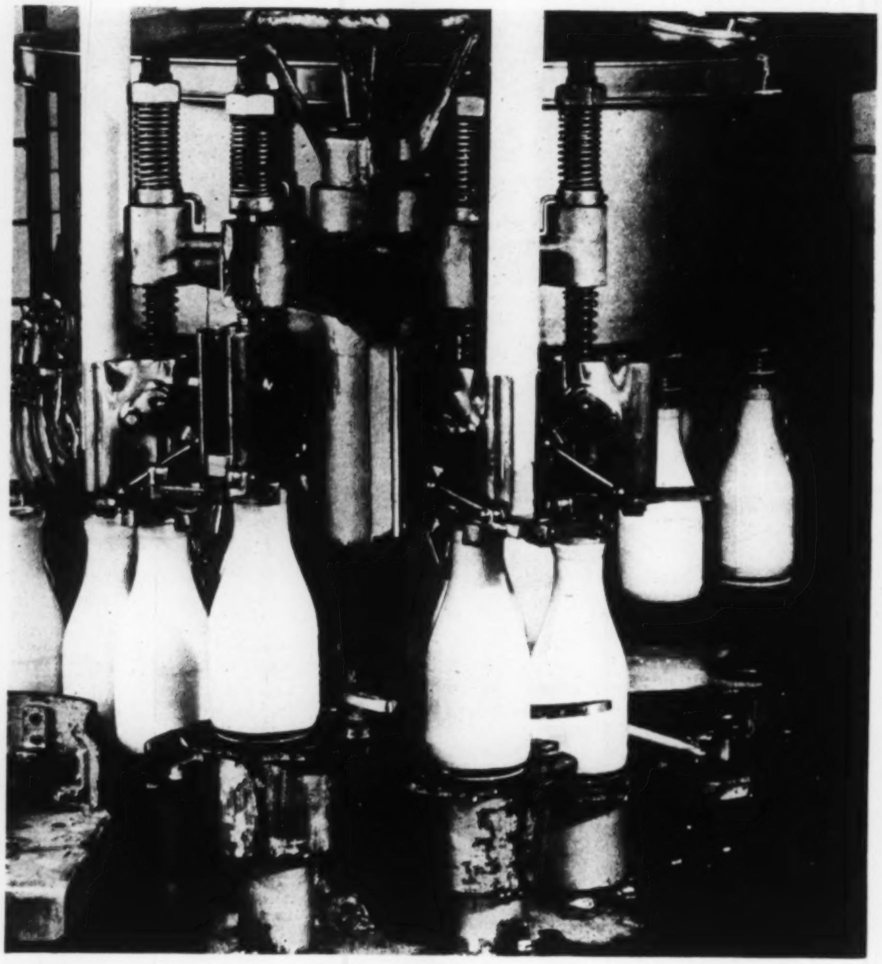
†AMERICANS AT WORK (Thursdays, 10:30-11:00 P.M., EST) is one of the 20,000 programs broadcast by Columbia each year. It is a program created by the CBS Department of Education, giving vivid, from-the-scene portrayals of the varied jobs Americans do.

*Columbia Broadcasting System*

*William Allen White at his desk, Emporia, Kansas*

# FULL MEASURE EVERY TIME

## in this Billion Dollar Market



There is a full measure of responsiveness—in terms of sales for your product—waiting for you in the section of New England covered by WTIC. For their year-after-year record for a billion dollars of spendable income shows that these people have the means to buy.

Their preference for WTIC as a guide to their buying is clear—and impressive—as shown by this list of "firsts" for WTIC—

**FIRST**
*In Listener Popularity by more than 2 to 1*
*In Number of Network Advertisers*
*In Number of National Spot Advertisers*

Put WTIC to work for your product now. It's a sure means to a full measure of profit from your selling effort throughout 1939. Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey of WTIC's popularity and facts about the WTIC Billion Dollar Market.

**50,000 WATTS** **WTIC** **HARTFORD, CONN.**

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network
Representatives: Weed & Company • New York Detroit Chicago San Francisco

# 98%

of the daytime listeners

# 96%

of the evening listeners of Lackawanna County *regularly* tune-in WGBI-the CBS station in Scranton

(Figures from Dr. Starch and staff)

As shown above—a Starch personal-interview survey confirms the fact that the regular WGBI radio audience includes practically all of Luzerne and Lackawanna counties.

Which proves that WGBI is the ONLY station which delivers a consistently satisfactory signal throughout the rich Northeastern Pennsylvania area (175,000 radio homes). WGBI, Scranton, is centrally located in the 17th largest metropolitan area of the United States, which includes Luzerne, Lackawanna and Wyoming counties. This is ONLY PART of WGBI's primary coverage area.

To promote your product or service quickly, effectively and economically in this area, make WGBI a MUST medium on your list

*a CBS affiliate* **WGBI** *Scranton, Pa.*

1000 WATTS DAY • 500 WATTS NIGHT • 880 KILOCYCLES • *Represented by:* JOHN BLAIR AND CO•

# APPLAUSE METER* PROVES TSN COMMERCIAL SHOWS *win enthusiastic response . . . !*

★ THE JINGLE OF CASH REGISTERS in retail stores is TSN'S APPLAUSE METER

# TSN *Helps Crustene, Wheaties and Other Progressive Advertisers Chalk Up New Sales Records*

### Crustene Renews as Sales Jump 21%

Since September 26, when Pancrust Plato Company, manufacturers of Crustene Shortening, first sponsored "Our Children" over TSN things have happened. Crustene has successfully entered nine new Texas markets while rejuvenating sales in seven old ones. Crustene sales in Texas are up 21%. "Our Children" is a twice weekly, quarter hour, daytime program conceived and produced by the TSN staff. Mail pull grows greater every week. Listeners are switching to Crustene. Pancrust Plato salesmen find it easier to get new distribution. Besides renewing for an additional 26 weeks over TSN, Pancrust Plato Company has requested that the program be piped to stations in Hot Springs and Little Rock, Arkansas. Transcriptions of the show are also being used in Denver.

### World's Largest Buyers of Spot Radio Choose TSN

After careful coverage survey and study of production facilities General Mills placed Wheaties' "All Texas Football Round-Up" on TSN. A 22-market survey made by TSN merchandising department shows Wheaties sales are up in Texas. In several markets they have jumped from eighth to first place since the beginning of these broadcasts. More proof of TSN's unexcelled coverage and production.

### Electric Service Companies of Texas Win Feminine Friendship with TSN Program

"Fashions with Gaile Northe," produced by the TSN staff, is winning high praise from the fashion-wise women of Texas.

### "Show of the Week" Sells Admiration Coffee

"Show of the Week," a Sunday, coast-to-coast broadcast over the Mutual Broadcasting System, is sponsored on TSN by Admiration Coffee. "Name" bands and nationally known comedian, Ray Perkins, are made available by TSN's Mutual affiliation.

### Ironized Yeast "Good Will Hour" Goes TSN

Letters are pouring in to Director John J. Anthony, telling him of the great service his broadcasts render. An MBS production.

### After Two Weeks Sustaining, "Here's How It Happened" Is Sponsored Locally on 18 of 23 TSN Stations

This colorful show features football songs and rapid-fire resumes of interesting games. Produced by TSN staff.

- TSN offers better coverage
- TSN offers more merchandising support
- TSN produces winning programs

### Affiliated with Mutual Broadcasting System

| | |
|---|---|
| KFJZ and KTAT | Fort Worth |
| WRR | Dallas |
| KXYZ | Houston |
| KABC | San Antonio |
| KGNC | Amarillo |
| KFYO | Lubbock |
| KBST | Big Spring |
| KGKL | San Angelo |
| KRBC | Abilene |
| KPLT | Paris |
| KRRV | Sherman-Denison |
| KCMC | Texarkana |
| KFRO | Longview |
| KGKB | Tyler |
| KAND | Corsicana |
| WACO | Waco |
| KTEM | Temple |
| KNOW | Austin |
| KRIC | Beaumont |
| KLUF | Galveston |
| KRIS | Corpus Christi |
| KRGV | Weslaco (Rio Grande Valley) |

TSN
TEXAS STATE NETWORK

*Affiliated with*
MUTUAL BROADCASTING SYSTEM

## *Texas State Network, Inc.*

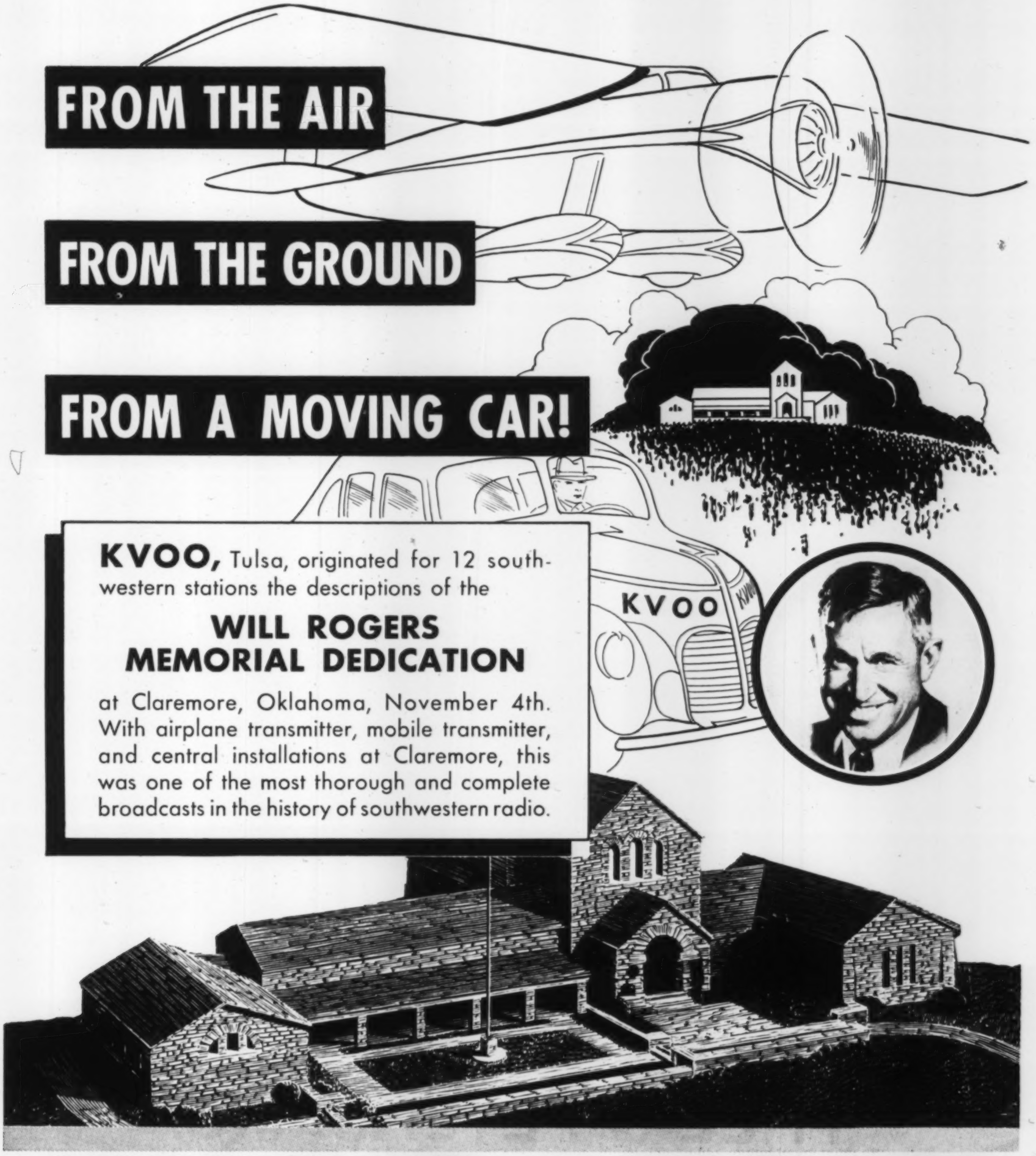
**Elliott Roosevelt, President** **Neal Barrett, Executive Vice-President**
FORT WORTH, TEXAS

*Represented by* INTERNATIONAL RADIO SALES, INC., New York, Chicago, Detroit and Los Angeles

# FROM THE AIR

# FROM THE GROUND

# FROM A MOVING CAR!



**KVOO,** Tulsa, originated for 12 southwestern stations the descriptions of the

## WILL ROGERS MEMORIAL DEDICATION

at Claremore, Oklahoma, November 4th. With airplane transmitter, mobile transmitter, and central installations at Claremore, this was one of the most thorough and complete broadcasts in the history of southwestern radio.

# KVOO

**25,000 WATTS**

---

**BOTH N.B.C. NETWORKS**

# TULSA

# "But what's your name, Sir?"

When radio stations and representatives "marry in haste", it's very often the innocent *advertiser* who "suffers at leisure". . . . That's simply because a representative, to be of real help to you advertisers, must *know* his stations' markets, people and personality — must carry to the advertiser a real insight and comprehension into his stations' true capabilities. And that sort of insight cannot be acquired overnight.

Free & Peters is proud that *twenty* of our stations have been with us *four years or more* — that we still represent the first four stations that ever signed up with us —WHO, WOC, WGR, and WKBW . . . And we are still prouder that these virtually *permanent partnerships* have enabled us to bring greater value and helpfulness to hundreds of advertisers and agencies. If you don't visualize how this works, we ask a chance to demonstrate.

***Exclusive Representatives:***

| | |
|---|---|
| WGR-WKBW | Buffalo |
| WCKY | Cincinnati |
| WHK-WCLE | Cleveland |
| WHKC | Columbus |
| WOC | Davenport |
| WHO | Des Moines |
| WDAY | Fargo |
| WOWO-WGL | Ft. Wayne |
| KMBC | Kansas City |
| WAVE | Louisville |
| WTCN | Minneapolis-St. Paul |
| WMBD | Peoria |
| WFIL | Philadelphia |
| KSD | St. Louis |
| WFBL | Syracuse |
| WKBN | Youngstown |

***Southeast***

| | |
|---|---|
| WCSC | Charleston |
| WIS | Columbia |
| WPTF | Raleigh |
| WDBJ | Roanoke |

***Southwest***

| | |
|---|---|
| KTAT | Ft. Worth |
| KTUL | Tulsa |

***Pacific Coast***

| | |
|---|---|
| KOIN-KALE | Portland |
| KSFO | San Francisco |
| KVI | Seattle-Tacoma |

## FREE & PETERS, INC.

**(and FREE, JOHNS & FIELD, INC.)**

***Pioneer Radio Station Representatives***

**CHICAGO**
180 N. Michigan
Franklin 6373

**NEW YORK**
247 Park Ave.
Plaza 5-4131

**DETROIT**
New Center Bldg.
Trinity 2-8444

**SAN FRANCISCO**
One Eleven Sutter
Sutter 4353

**LOS ANGELES**
C. of C. Bldg.
Richmond 6184

**ATLANTA**
Bona Allen Bldg.
Jackson 1678

BROADCASTING
*and*
Broadcast Advertising

Vol. 15. No. 10 WASHINGTON, D. C., NOVEMBER 15, 1938 $3.00 A YEAR—15c A COPY

# Chain-Monopoly Probe May Take 3 Months

By SOL TAISHOFF

## Major Networks Alone to Require Six Weeks; All Phases of Network Operation Will Come Under Scrutiny

THE MOST searching inquiry into the broadcast structure since it emerged as a mass communications medium 18 years ago, was launched Nov. 14 by the FCC through its so-called Chain-Monopoly Committee.

Despite previous estimates that the hearings would run six weeks at the outside, it is now felt that perhaps twice that period will elapse before the final gavel.

The three major networks alone—NBC, CBS and MBS—will take an estimated six weeks in their direct testimony.

### Meet Four Days a Week

Chairman McNinch announced Nov. 9 that the hearings will be held only on Tuesday, Wednesday, Thursday and Friday of each week in order that regular Commission business may be handled. Moreover, he stated the hearings will be recessed from Nov. 23 to Nov. 29 for the Thanksgiving holiday and from Dec. 23 to Jan. 4 for the Christmas-New Year holidays. The committee will give advance notice before any other persons or organizations will be called for testimony. No person or organization will be required to be present at the hearing except when called upon to produce testimony.

Witnesses may testify from prepared statements, provided copies of the statements are furnished to the Commission and its counsel two days in advance.

The hearings will be held at the Departmental Auditorium, on Constitution Ave. between the Interstate Commerce and Department of Labor buildings. Presumably, they will continue at this location until the size of the audience dwindles so it can be accommodated in one of the regular FCC hearing rooms.

The biggest names in the industry will testify for the record, according to preliminary word. NBC, first to appear, plans to have a dozen witnesses headed by David Sarnoff, RCA president and chairman of the board of NBC, and President Lenox R. Lohr. Presentation of its direct testimony, it was estimated, would consume some 15 hearing days over an elapsed span of perhaps three weeks.

CBS, with its youthful president, William S. Paley, as key witness, estimates its case will take some seven days on direct. MBS estimates its presentation will require only about four days.

In first authorizing the chain-monopoly inquiry last March, the FCC had in mind its completion before the end of the year, with definite legislative recommendations or at least a report to Congress when it convened Jan. 3. Illness of FCC members and other apparently unforeseen developments blocked an earlier hearing date, with the result that there now appears to be little hope of even passing the half-way mark before the new Congress gets under way.

The order of appearance of witnesses for NBC, expected to consume some three weeks in presenting its case, provided for an introductory statement by Mr. Sarnoff. NBC organization details will be covered by Frank E. Mason, vice-president.

Under the heading of programs, testimony will be offered by George Engles, vice-president and managing director of the Artists Bureau, and Daniel S. Tuthill, assistant managing director. Network programs will be covered by John F. Royal, vice-president, and Hugh Beville, chief statistician. Technical operation from the engineering end will be outlined by O. B. Hanson, vice-president in charge of engineering, and B. F. McClancy, traffic manager.

Network operations will be covered by five witnesses. These include William S. Hedges, vice-president in charge of station relations; Walter J. Damm, managing director of WTMJ, Wilwaukee; Dr. C. B. Joliffe, engineering executive of RCA and former FCC chief engineer; Philip K. Merryman, of the station relations department, and Worthington C. Lent, research engineer.

Managed and operated stations of the network will be covered by Alfred H. Morton, manager of the department. Vice-president Roy C. Witmer, in charge of sales, and Ken R. Dyke, Eastern sales manager, will testify in connection with sales. Vice-President Mason will deal with the international broadcasting operations of the network, which he supervises, and Mark Woods, vice-president and treasurer, will cover financial aspects. Mr. Lohr will be the final witness for NBC, testifying as to policies and management.

### Basis for Congress

The hearings were ordered, on motion of Chairman Frank R. McNinch, in large measure as a means of forestalling efforts for a congressional investigation of radio. Mr. McNinch promised legislative recommendations to the new Congress when he appeared last June before the House Rules Committee in opposition to the Connery Resolution proposing a Congressional investigation. The course of events, however, has been such that he probably will not be able to fulfill that commitment though an interim report to Congress is likely.

Allegations of monopoly or tendencies toward it, will occupy the main attention of the Committee. In addition to Chairman McNinch, who will preside, the Committee comprises Thad H. Brown, E. O. Sykes and Paul A. Walker.

Aside from this broad study, the Committee proposes to go deeply into network operations and rela-

*(Continued on Page 60)*

# Ratification of Havana Pact Is Refused by Mexican Senate

## May Affect Reallocation Plans in This Country; Craven May Be Called Upon to Intervene

WORD HAS been received by the State Department that the Mexican Senate, in secret session late last month, refused to ratify the North American Regional Broadcasting Agreement providing for reallocation of broadcasting facilities on the continent.

Advices published in Mexico City newspapers Oct. 26 stated that the Senate approved three treaties agreed to at the International Conference in Havana in December 1937 but declined to ratify the broadcast agreement. It was held that the reallocation agreement "imposed limitations upon Mexico without affording any benefits in return."

The news reports stated further that comment beyond the fact that the agreement had been disapproved was not forthcoming in accordance with the regulations of Congress, since ratification of international treaties and conventions must be discussed in secret sessions.

The action, while not necessarily final, may affect the reallocation plans for this country. The U. S. Senate ratified the treaty last June and Cuba ratified it early last year. Canada has not yet acted, but it was generally believed that approval would be forthcoming. Action by Mexico had been anxiously awaited.

### May Call Craven

Commissioner T. A. M. Craven, who headed the American delegation to the Havana Conference and who was the parley's moving spirit, may be called upon by the State Department to intervene in the new situation. Instrumental in drafting of the agreement itself, it is felt in some quarters that it will be necessary to draft him with a view toward amicable settlement of the differences.

Whether Commissioner Craven, himself former chief engineer of the FCC, will be sent to Mexico City in an effort to adjust the differences, whatever they may be, remains to be determined. It appears obvious, however, that efforts will be made to have the Mexican Government reconsider its action, particularly since the treaty was signed in Havana in good faith last December.

Because of the secret nature of the Mexican Senate's deliberations,

*(Continued on Page 59)*

# Changes in Congress Expected To Make Radio Probe Certain

## Minority and Anti-New Deal Group Strengthened; Gurney Elected to Senate; Many to the House

ALTHOUGH the new Congress elected Nov. 8, like the last, is expected to be generally favorably disposed toward Radio by the American Plan, the complexion of the 76th Congress is regarded as indicating that some sort of investigation of the radio industry and the FCC is inevitable by virtue of the enlarged strength of the Republican minority and the growing anti-New Deal Democratic contingent.

Senator White (R-Me.), whose resolution in the last Congress was shelved, is already reported planning to reintroduce it in even more sweeping form, primarily with the object of plugging the gaps that exist in the Communications Act of 1934 and probing into the FCC's much-publicized internal dissensions.

### Chan Gurney a Senator

On the other hand, more figures identified with radio directly or indirectly will be found in the new Congress. Chief among these will be J. Chandler (Chan) Gurney, elected as Senator from South Dakota. He is a member of the Gurney family which until recently owned and operated WNAX, Yankton, S. D., sale of which to Gardner Cowles Jr. of Des Moines was authorized last month by the FCC [BROADCASTING, Nov. 1]. Mr. Gurney was onetime manager of WNAX and prominent in radio industry affairs, but he sold his interest several years ago to his brother.

Also new to the 76th Congress will be Stephen (Steve) Bolles, Republican, editor of the *Janesville* (Wis.) *Gazette*, which owns WCLO. Mr. Bolles, elected a Representative, has been a regular commentator over WCLO and has long been noted as an advocate of press-radio cooperation.

Defeated for Congress from Los Angeles was Carl Stuart Hamblin, cowboy songster on KEHE, who campaigned entirely over the radio against strong newspaper opposition. He is a Democrat.

Returning to the House are Karl Stefan of Norfolk, Neb., onetime commentator on WJAG in that city; Luther Patrick, Democrat, of Birmingham, Ala., a former commentator on WBRC in that city, and Frank E. Hook, Democrat, of Ironwood, Mich., a director of WJMS, Ironwood.

Rep. John J. O'Connor, former chairman of the House Rules Committee, who led the fight in the last session to have radio investigated by a select House committee, was defeated in his New York district where he was forced to run as a Republican after having been purged in the primaries as a Democrat.

Rep. Lawrence Connery, Democrat, and Rep. Richard B. Wigglesworth, Republican, were reelected from their Boston districts. The former introduced resolutions to investigate radio and the latter frequently had urged such an investigation. Also returned to the House were Rep. Celler, Democrat of New York, who introduced the bill to establish a Government shortwave broadcasting station, and Rep. Sirovich, Democrat of New York, noted as a pro-ASCAP member of the lower house, and Chairman of the Patents Committee, custodian of copyright legislation.

Defeated was Senator F. Ryan Duffy, Democrat, of Wisconsin, author of several measures to correct the antiquated copyright law. Lister Hill was reelected to the Senate from Alabama. He is a brother of Luther Hill, general manager of Iowa Network.

On the House side, Ed Gossett of Wichita Falls takes the seat of William McFarlane, constant critic of radio whom he defeated in the primaries. Rep. Clarence F. Lea, Democrat, of Santa Rosa, Cal., returns as chairman of the House Interstate Commerce Committee in charge of radio.

### Others Interested in Radio

Other House members reelected who have evinced a strong interest in radio were Sam Rayburn, Texas Democrat, co-author of the Communications Act; Eugene E. Cox, Georgia Democrat, who as a member of the House Rules Committee attacked FCC Commissioner George H. Payne for his charges before that committee at the last session; Lindsay C. Warren, North Carolina Democrat, who sided with FCC Chairman McNinch in defeating the Connery Resolution; Martin Dies, Texas Democrat, who as a member of the Rules Committee also sided with Mr. McNinch; Clifton A. Woodrum, Virginia Democrat, chairman of the Independent Offices Appropriations subcommittee, which handles FCC appropriations; and C. Arthur Anderson, St. Louis Democrat, who introduced a bill for five-year licenses for broadcast stations.

Nosed out in the Republican victory in Ohio was Charles Sawyer, vice-president of the Crosley Radio Corp., operator of WLW, Cincinnati, and Democratic National Committeeman for Ohio. A Democrat, he was defeated for the governorship of Ohio. The election of W. Lee O'Daniel, the Texas radio flour salesman, as Governor of that State, was a foregone certainty after his nomination in the primaries last August.

### Heavy Time Sales

RADIO continued its neutral policy through the November elections, with practically all stations carrying election reports fully the night of Nov. 8, some under local sponsorship. Local reports gathered by station staffs or broadcast with the cooperation of local newspapers were supplemented by the reports furnished by the networks.

No definite estimates of revenues from the sale of radio time to the candidates are available, but it is believed the total ran into several million dollars. From California it is reported that radio received an estimated $250,000 with the regional networks and every independent station in the State receiving a share of the revenue with many stations unable to meet demands for time in one of the greatest political struggles in that State's history.

Stations in New York City reported large revenues from expenditures by political parties. NBC received close to $30,000 for time on its two local stations, WEAF and WJZ, and CBS reported an approximate total of $50,000 for 32 hours of time bought by 33 political advertisers on 15 of its stations. WOR, Mutual's originating New York station, sold over 18 hours for a total of $25,560. Of the local unaffiliated stations in New York, WMCA reported a total of $6,000, and WHN received the large total of $18,000 exclusive of the sum received for serving as a link in the New York State network.

So heavy was the demand for facilities that many stations were unable to accept new commercial business during the last month of the general campaign. Despite the contention over issues and candidates, broadcasters for the most part apparently met no complications on points of libel and slander. Broadcasters were alert in scrutiny of political manuscripts but avoided censoring mss. contents.

NBC, CBS and MBS supplied listeners with complete coverage of all election results throughout Election Day, Nov. 8, altering program schedules to permit instant broadcasting of the late returns from states where elections were held, furnished by the Press Radio Bureau. Election bulletins were announced for NBC by Graham McNamee, with Raymond Clapper, Washington columnist, interpreting the results. H. V. Kaltenborn, Bob Trout and Ralph Edwards, CBS commentators, analyzed and reported returns received from all over the country for CBS. For MBS, bulletins of returns were announced by Frank Singiser and Charles Godwin, with analysis by John B. Kennedy and Fulton Lewis, Jr., Mutual's Washington political commentator.

All three networks broadcast talks by victorious candidates direct from Democratic and Republican headquarters, with statements by James A. Farley, Democratic National Chairman, and John D. M. Hamilton, Republican National Chairman. Networks remained on the air far into the night.

WMCA, New York, gave the election returns special attention through the operation of a statistical bureau, under the direction of A. A. Redelheim, political statistician, which gave not only the actual count of votes but also compared figures with previous election returns. WNEW, New York, employed a full staff of commentators, reporters, tabulators, and rewrite men to report election news, and gave special attention to entertaining its listeners during the election broadcasts. A total of 111 persons were at work in New York's municipal station, WNYC, to bring complete returns to listeners. WHN, New York, broadcast returns received direct from Democratic and Republican headquarters and picked up the noise made by crowds on Times Square. WEVD, New York, interrupted with special flash bulletins.

NOW A SENATOR

J. CHANDLER GURNEY

## McNINCH ON NETS WITH FCC REVIEW

"RADIO Today and Tomorrow" was the subject of an address by FCC Chairman Frank R. McNinch prepared for delivery Nov. 12 over the combined NBC, CBS and MBS networks 10:30-11 p. m. The purpose was to give a resume of forward steps made since he assumed the FCC chairmanship a year ago, and to discuss with the audience the work immediately ahead.

In giving an accounting of the Commission's stewardship, the chairman planned to refute emphatically widely published reports that he would resign shortly and return to the chairmanship of the Federal Power Commission, from which he was borrowed by the President to reorganize the FCC. The chairman has stated that he did not regard the rehabilitation task as completed, and that he did not propose to return to the Power Commission post, with the President's consent, until the job is done.

Pursuing his policy of keeping the public informed, the chairman planned to talk to listeners about their stake in radio and seek their support in the Commission's work. The address follows conferences during the week with the heads of the three networks and with NAB President Neville Miller in connection with industry developments, particularly program standards. Mr. McNinch also planned to discuss the chain-monopoly inquiry.

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WIOD, Miami, got around official barriers recently when Blanca Estrella, WIOD Latin American director, interviewed Col. Fulgencio Batista, Cuban strong man, and Mrs. Batista, who were en route to Washington. Miss Estrella kept the mike out of sight and caught the Cubans by surprise.

# McNinch Finishes Major FCC Remodeling

## Examining Division, Information Section Are Abolished; Arnold, Dalberg and Wisner Dismissed by Commission

ANOTHER installment in the campaign of Chairman Frank R. McNinch to remodel the FCC, referred to in the press as a "purge", developed Nov. 9 with the abolition of the Examining Division and the Information Section, and the dismissal of their heads, Davis G. Arnold and G. Franklin Wisner.

With the exception of Melvin H. Dalberg, veteran member of the examiner staff, other examiners were transferred to the law department as attorneys under the new general counsel, William J. Dempsey.

Marion L. Ramsay, information chief of Rural Electrification Administration, was named special assistant to Chairman McNinch for a 90-day period, during which the information department will be reorganized.

The action, like the recent dismissal of General Counsel Hampson Gary, tended to widen the breach in the Commission itself. Commissioner Norman S. Case voted with Commissioners T. A. M. Craven and George H. Payne against abolition of the Examining Division. The latter two opposed the Wisner action. The dismissals of Messrs. Arnold and Wisner, both Civil Service employes, were not unexpected. The Dalberg action, however, came as a complete surprise. No official reasons were given beyond the abolition of the sections.

### Rumors of Resignations

The actions came in the midst of widespread rumors, apparently well grounded, that changes impend on the Commission itself. In recent days several Washington columns have predicted that President Roosevelt will request the resignations of at least two commissioners. There is considerable conjecture, too, about reappointment of Commissioner Case, who is serving a recess appointment as one of the three Republican members of the Commission and whose nomination must be sent to the Senate in January if the President proposes to rename him for the regular seven-year term.

Chairman McNinch himself cast doubt about his own tenure on the FCC, to which he was appointed last year by President Roosevelt for administrative reorganization purposes. The appointment was to be temporary and his old post as chairman of the Federal Power Commission is being held open for him.

At his press conference Nov. 9 in connection with the new organization, Chairman McNinch said that when he concluded his work under the President's mandate he assumed he would go back to the Power Commission but he did not mention a specific date. Heretofore the chairman has indicated that his job would not be completed until legislative recommendations had been given Congress, which presumably requires his appearances before Congressional committees, so that his return to the Power Commission, if at all, is altogether unlikely before well into next year.

In abolishing the Examining Division the Commission, upon Chairman McNinch's motion, adopted an order outlining entirely new procedure pertaining to hearings. The Commission itself will designate the individual or group to take testimony at particular hearings. The presiding officer could be an attorney, engineer or even an accountant under the law and the new procedure, Mr. McNinch said.

The presiding officer will not make a report with recommendations to the Commission, as under present practice. Instead the Commission itself will file a proposed report of findings of fact and conclusions of law in each case, which will be made public just as examiners reports have been under the old procedure. The usual course of filing of exceptions and oral arguments will be followed, with the Commission itself as the arbiter, he pointed out.

A strong dissent from the majority's action was sounded by Commissioner Craven. Messrs. Arnold and Wisner also issued statements protesting the action.

### Only Minor Changes Left

Mr. McNinch stated in reply to questions that the abolition of the two divisions concluded the major portion of his reorganization program. He indicated there would be other personnel changes but gave the impression they would be minor in nature.

There were immediate repercussions to the action, particularly in connection with the abolition of the Examining Division and the lumping of examiners under the Law Department. This was premised largely on the theory that the examiners act in a judicial capacity, with Commission attorneys appearing as advocates before them.

Chairman McNinch, however, insisted that the new procedure places responsibility for examination and decision more definitely upon commissioners and brings the practice into line with principles announced in several Supreme Court cases. He also predicted the procedure would expedite the Commission's consideration of cases and make it "fuller and fairer to all parties". Overlapping and duplication work inherent in the present procedure will be cut to a minimum, he said.

### Procedure Explained

Chairman McNinch explained that under the new procedure the officer presiding at hearings would not be known until the hearing actually took place. Moreover, he said, some complaint had developed in the past because of reversals of examiners' recommendations by the Commission itself and there had been inferences of "politics."

Admitting that the new procedure would place additional work upon individual commissioners, the Chairman said he felt it would nevertheless expedite handling of cases.

In asserting that the effect of the new hearing procedure would be to expedite consideration of cases and make it fuller and fairer to all parties, Chairman McNinch said that formerly the great majority of cases were decided by the Com-

*(Continued on page 64)*

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## Text of FCC Resolutions Ordering Radical Changes . . . .

WHEREAS, in order to provide for the more efficient discharge of the business of the Commission, particularly with respect to the handling of matters involving hearings, it is necessary to effect certain changes in the Commission's procedure and a reorganization of the Commission's staff:

Now, therefore, it is ordered:

1. That the following procedure shall be followed with respect to cases designated by the Commission for hearing, unless otherwise specified in the order designating a particular matter for hearing:

(a) In designating a case for hearing the Commission will specify whether the hearing shall be conducted by the Commission, by a Commissioner, or by a board composed of one or more suitably qualified employes of the Commission.

(b) The Commissioner or board designated as provided above to conduct the hearing shall preside at the hearing and have authority to rule upon the admissibility of evidence and other matters normally and properly arising in the course of the hearing but shall have no power to decide any motion or petition to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding.

(c) After the close of the hearing the transcript of the testimony taken at the hearing shall be filed with the Commission by the official reporter as provided in the Commission's rules and the Commissioner or board designated to conduct the hearing shall have authority to entertain motions to correct the record made in accordance with the rules, but shall have no further authority with respect to the proceeding.

(d) Within 20 days from the filing of the transcript of record of the hearing each party to the proceeding shall file with the Commission proposed findings of fact and conclusions of law.

(e) The Commission will, after considering such proposals of the parties filed as above provided, and the record in the proceeding, file its proposed report or findings of fact and conclusions of law, which shall be public.

(f) Within 20 days from the filing of the Commission's proposed report or findings of fact and conclusions of law, the parties to the proceeding may file exceptions to the same and may request oral argument.

(g) After considering exceptions filed and oral argument, the Commission shall file its report or findings of fact and conclusions of law and its order.

2. That the position of chief examiner be hereby abolished. To permit Chief Examiner Davis G. Arnold to take his full accumulated and accrued annual leave, this paragraph shall not become effective until the close of business Jan. 13, 1939, and commencing Nov. 10, 1938, Chief Examiner Arnold shall be on annual leave status.

3. That the examining department and all of the positions of examiner (including the position of assistant chief examiner) be hereby abolished.

4. That the following members of the examining department be hereby transferred at their present grade and salary to the law department: P. W. Seward, George H. Hill, John P. Bramhall, Robert L. Irwin, Rosel H. Hyde, Tyler Berry.

5. That paragraphs 3 and 4 hereof shall become effective Nov. 14, 1938.

6. That with respect to hearings commenced prior to Nov. 14, 1938, and on which no examiner's report has as yet been filed, the examiner heretofore designated to preside at such hearing shall carry the same to completion and file his report in accordance with the present rules and regulations of the Commission, provided that, with respect to any such hearings heretofore designated to be heard by Chief Examiner Arnold or Examiner Dalberg, the Commisison shall take appropriate action to provide for the disposition of such matters. This paragraph shall become effective immediately.

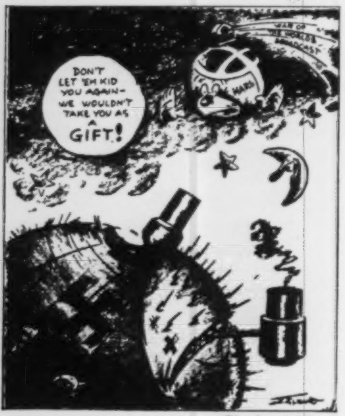
WHEREAS, in order to provide for the more efficient discharge of the Commission's duties, particularly with respect to the collection and dissemination of information, it is necessary to effect certain changes in the Commission's procedure and a reorganization of the Commission's staff:

Now, therefore, it is ordered:

1. That the Chairman is authorized and directed to request the Administrator of the Rural Electrification Administration, John M. Carmody, to detail M. L. Ramsay, director of information and research of the REA, as special assistant to the chairman of this Commission for a period of 90 days to make a study of methods for the collection and dissemination of information for this Commission and assist and advise the Commission in connection with this and related matters and assist in the initial work of handling such matters. The Commission will reimburse the REA for Mr. Ramsay's salary during the period of his detail to this Commission.

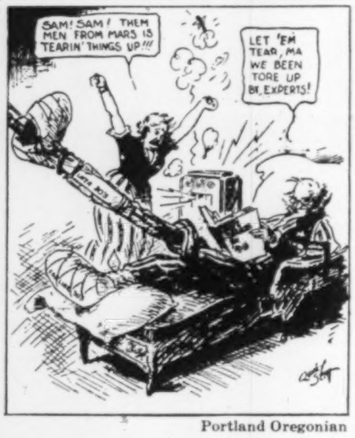
2. That the position of information expert is hereby abolished. To permit G. Franklin Wisner to take his accumulated and accrued annual leave this paragraph shall not become effective until the close of business Dec. 28, 1938. Commencing Nov. 10, 1938, Mr. Wisner shall be on annual leave status.

**The Last Word**


WAR OF THE WORLDS BROADCAST
MARS
DON'T LET 'EM KID YOU AGAIN— WE WOULDN'T TAKE YOU AS A GIFT!

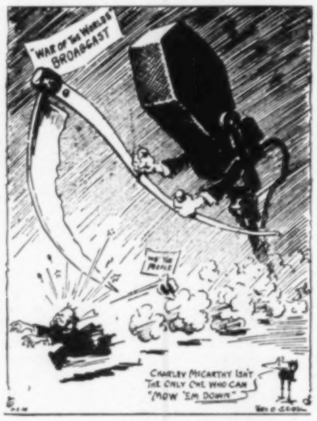
Cincinnati Post

**Scare**


SAM! SAM! THEM MEN FROM MARS IS TEARIN' THINGS UP!!!
LET 'EM TEAR, MA WE BEEN TORE UP BY EXPERTS!

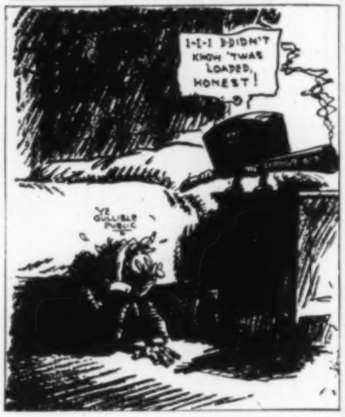
Portland Oregonian

**Monster From Mars**


"WAR OF THE WORLDS" BROADCAST
CHARLEY McCARTHY ISN'T THE ONLY ONE WHO CAN "MOW 'EM DOWN"

Richmond Times Dispatch

**Who Feels Silliest?**


I-I-I D-DIDN'T KNOW 'TWAS LOADED, HONEST!
YE GULLIBLE PUBLIC

Phila. Public Ledger

# Trio of Stations Granted by FCC

## Total of New Authorizations For Year Now at 49 Mark

THE TOTAL number of new broadcasting stations authorized thus far this year was brought to 49 during the first two weeks in November, when the FCC granted construction permits for three more—in Amarillo, Tex., Vancouver, Wash., and Wallace, Idaho. All were locals.

In granting the application of Amarillo Broadcasting Corp. for a new 100-watt full time outlet on 1500 kc. in Amarillo, Tex., the Commission rejected a similar application from W. C. Irvin, onetime owner of the old KIUG in Santa Fe, N. M., and former chief engineer of KGNC, Amarillo. The Amarillo Broadcasting Corp.'s officers and stockholders are C. S. Gooch, radio and refrigeration sales, Amarillo, president, 51%; J. Lindsey Nunn, formerly of Amarillo, now of Lexington, Ky., vice-president, 25%; Gilmore N. Nunn, manager of WLAP, Lexington, Ky., 24%. Its call letters will be KFDA.

### Vancouver Station

The new station at Vancouver, Wash., just across from Portland, Ore., which will operate with 250 watts daytime only on 880 kc., will be licensed to the Vancouver Radio Corp., of which Sheldon F. Sackett is 97½% stockholder. Mr. Sackett owns KOOS, Marshfield, Ore., and is publisher of the *Coos Bay Times*, Marshfield, and the *Oregon Statesman*, Salem. Vice-president and director of the company is John P. Kiggins, former mayor of Vancouver.

The new station at Wallace, Idaho, will be known as KWAL and will operate with 100 watts night and 250 day on 1420 kc. Licensees will be Chester Howarth, Wallace broker, and Clarence Berger, of Couer d'Alene, who holds a construction permit for a new local (KGCI) in Couer d'Alene.

The Commission denied the application of Pacific Radio Corp., for a new 500-watt daytime outlet on 1320 kc. in Grants Pass, Ore. The company is headed by Walter L. Read, formerly interested in KSLM, Salem, and KOOS, Marshfield. Also denied was an application from State Broadcasting Corp., headed by Frederic A. LeMieux 3d, formerly an engineer with stations in New Orleans, Houston and other Southern cities, for a new 250-watt part-time station on 1370 kc. in Gretna, La.

An application of WHP, Harrisburg, Pa., for authority to install a new transmitter with 1,000 watts night and 5,000 day, was granted.

## For the Red Cross

NBC and CBS on Nov. 12 and 13 devoted programs to the interest of the annual roll call of the American Red Cross. Dorothy Gish, screen and stage actress, was featured in a play, *The Power and the Glory*, on NBC-Blue, which told of a difficult assignment given to a brave Red Cross nurse during the Mississippi-Ohio valley floods in 1937. Norman A. Davis, chairman of the Red Cross, gave a brief talk at the end of the play. CBS presented Lauritz Melchior, Metropolitan Opera tenor; Connie Boswell, singer, and Ben Bernie and Guy Lombardo and his orchestra in a special musical program which was ended by the speech by Norman Davis.

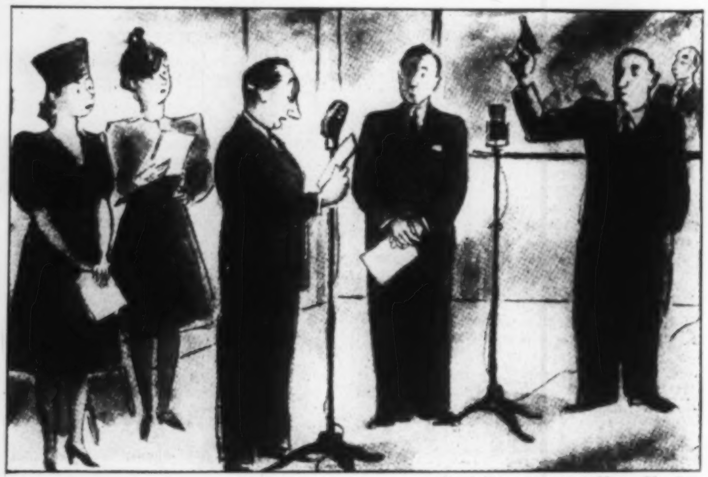
## WQXR FIDELITY

### Station Offers to Have a Special Set Built

NOVEMBER program booklet of WQXR, New York, which the station sells to interested listeners, contained a post card asking "would you like to own a WQXR radio set?" with a place for those interested to check the approximate price they would pay for a receiver made to the station's own high-fidelity specifications and under its own engineering supervision.

Station spokesmen told BROADCASTING the card was sent out after repeated inquiries had been received from listeners who find difficulty in tuning in WQXR, which has a frequency of 1550 kc., asking the station to recommend a receiver. WQXR has always refused to make any such recommendation, but if enough post cards are returned, it will make arrangements with some set manufacturer to build a set to specifications drawn by John V. L. Hogan, noted radio engineer and owner of the station.

Range of WQXR runs from 20 cycles to 16,000 cycles, far beyond the capacities of most receiving sets to reproduce, it was stated.



Carl Rose in the *New Yorker*

*"At this point, we interrupt the performance to inform the radio audience that the script of our play now calls for a revolver shot. We wish to assure all who may be listening in that the shot will be fired by our sound man, using an ordinary prop revolver and blank cartridges. There is no cause for alarm."*

## Proposals for Free Time Inspire Blast From NAB

A BLAST against requests for free radio time from various organizations was sounded Nov. 11 by the NAB. In a statement published in its membership reports, NAB brought out that most of the free time requests are easily disposed of but that certain others fall in a questionable category. Particularly cited was the highway safety programs offered by American Road Builders Assn., with headquarters in Washington.

The question involved, said the statement, is whether the public service value of the programs outweighs any commercial consideration. It was added that in such cases NAB collects all possible data which it will make available to members, after which "it is up to the members to decide whether the programs should be used."

## Birth of Legislation

AS OUTGROWTH of the NBC Pacific Blue network series, *Parents on Trial*, a legislative bill for establishment of parent clinics throughout California is being drafted. California Congress of Parent-Teachers Association is backing the proposed bill as well as the weekly program which is based on true life stories of children who have passed through the Los Angeles juvenile department as delinquents. It purports to show lack of home training as cause of many child delinquents. Legislative measure would establish clinics where parents could go for information and advice on child problems. The program, written by John Boylan, started on KFI, Los Angeles, with its popularity and sudden response by civic and educational organizations, the series was switched to KECA and the NBC Pacific Blue network.

## 'Pipe Smoking Time'

UNITED STATES Tobacco Co., New York, is replacing its *Pipe Smoking Time* broadcasts on CBS Monday evening with a new series called *Model Minstrels*. Pick and Pat, blackface comedians, will continue as stars of the new series, which will also feature Ray Block's orchestra and the Eton Boys, quartette. Program is placed through Arthur Kudner, New York.

# Program Standards Studied by FCC

## Definite Policies May Be Developed in Near Future

DEVELOPMENT of general program standards to serve as guideposts for stations and networks in avoiding recent pitfalls is being considered by the FCC. A concrete course of action, it is hoped, will be evolved before many more weeks elapse.

The first step came late last month when the FCC's new general counsel, William J. Dempsey, was instructed to investigate and recommend new procedure on program complaints, notably those having penal aspects, such as lottery and profanity. The second developed with the conference of Chairman Frank R. McNinch and the heads of the three major networks, dealing principally with purported misleading use of news bulletin nomenclature in non-news programs and later with Neville Miller, NAB president.

At the conference with network officials, which lasted for more than three hours the evening of Nov. 7, it is understood, program standards were discussed after the "flash" and "bulletin" conversations. Present in addition to Mr. McNinch, were CBS President William S. Paley, NBC President Lenox R. Lohr, and Alfred J. McCosker, chairman of the board of MBS. Also sitting in were Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president, and William B. Dolph, Washington representative of MBS, and general manager of WOL.

### "Flash" Ban

Mr. McNinch announced the three network heads were in agreement that the word "flash" is now rarely used by any network and Messrs. Lohr and Paley agreed it should be restricted to items of unusual importance or interest. Mr. McCosker also agreed that "flash" should be so restricted on WOR but explained that the matter would have to be submitted to member stations of MBS because of the autonomous character of the network. He explained he had no authority to speak for station members.

The three network heads, Mr. McNinch said, saw no reason to alter the present "bulletin" practice. It was agreed these terms should be used with discretion in dramatization of fictional events to avoid possible "general alarm". It was believed this could be accomplished without greatly weakening the value of the dramatic technique.

NAB President Miller conferred with Chairman McNinch informally on the same matters relating to programs Nov. 10. He was unable to be present at the earlier session. A strict injunction of secrecy on the discussions, aside from the McNinch announcement, was invoked. It was ascertained, however, that program standards constituted the principal topic.

**THIS FLASH** preceded the discussion of the use of "flash" and "bulletin" in broadcasts called by Chairman Frank R. McNinch of the FCC Nov. 7. Left to right are Lenox R. Lohr, NBC president; Chairman McNinch; Alfred J. McCosker, chairman of the board of MBS; William S. Paley, CBS president.

The Chairman emphasized that the discussion was necessarily informal, first because the invitations to the meeting were issued by himself and not by the Commission and second, because neither he nor the Commission is attempting to "exert any censorship on program content, that being definitely denied the Commission under the law."

Because the Communications Act of 1934 specifically prohibits censorship by the FCC, the problem of program standards is a complicated one. At this stage, and without amendment of the law, it obviously would have to be the outgrowth of government-industry agreement. Unless the law is changed, the Commission apparently would have no way of promulgating standards and of giving them the effect of law or regulation. Of necessity, it is felt, such standards would have to be a matter of mutual consent.

Chairman McNinch believes that program standards, general in character, might well get their start after the law department's initial study and findings on lottery and profanity factors. But he has expressed himself in the past as feeling that legislation clarifying the existing law may be necessary.

A succession of events during the last year, such as the Mae West *Adam & Eve* broadcast over NBC; the Eugene O'Neill *Beyond the Horizon* adaptation over another NBC network, the Orson Welles *War of the Worlds* thriller over CBS, which had the benefit of thundering banner heads in newspapers, and the more recent foreign language citations in New York, have given impetus to the program standards idea.

It is understood Mr. Dempsey already has opened conversations with Department of Justice attorneys on possible policy on broadcasts coming under the penal provisions of law. The view prevails that efforts may be made to have the Department prosecute cases involving alleged lottery and profanity before any action by the FCC in the way of program citations. Then, if after a jury trial it is determined that a particular program violates penal provisions of the law, the FCC would be duty bound to take official cognizance, and it would be empowered if necessary to delete the offender.

### The Middle Ground

Here again a knotty problem arises. A single violation of the law hardly would warrant deletion of the station, and snuffing out of its investment and service to the public. Admitting that the law would permit it, doubt nevertheless exists as to whether the courts would sustain such summary action. It raises the old question of whether the licensing authority should be given a "middle ground" whereby it could fine or suspend stations. Now it can either reprimand and let the offender go unmolested, or order the station's deletion.

The industry, it is conceded, would welcome the establishment

(*Continued on page 36*)

# Press and Public Divided in Reaction to Mars Program

AFTER whatever hysteria caused by the now famous Mars broadcast Oct. 30 on the CBS *Mercury of the Air* had died down, along with the uproar created by newspaper hysteria in handling the incident, the general opinion seemed to prevail that the news technique should not be adapted to radio except for the presentation of news.

In reporting the incident, newspapers unleashed all the dramatic weapons at their disposal and more than matched the technique of Orson Welles, CBS director of the *Mercury* series. Mr. Welles quickly issued a statement of regret that the broadcast should have caused disturbance, and W. B. Lewis, CBS vice-president in charge of programs, said the news technique would not be used again "within a dramatization, where alarm could be aroused."

Kendall B. McClure, president of the Association of Radio News Editors & Writers, and news editor of WOAI, San Antonio, wired Chairman McNinch of the FCC recommending that such statements as "news bulletin" and "flash" and similar terms used to distinguish news from other matter be restricted to genuine news.

Newspapers in commenting editorially on the incident frequently pointed out that radio's weakness as a news agency was demonstrated. In general they criticized radio harshly for the obvious mistake in using the news technique, but were equally of one mind in warning against the dangers of Federal censorship. Most writers pointed to the ease with which mass action could be influenced through the air, especially with a jittery public.

### History in the Faking

A scanning of letters written to newspapers showed that in general the writers were amazed that sane citizens could be so influenced by the dramatization of a 50-year-old fable. Here and there a writer trounced radio for shoddy programming but the tenor of most letters was one of amazement.

CKCL, Toronto station, ran paid newspaper display advertising under the title "A vote of thanks to you, Orson Welles". Henry S. Gooderham, president, said the incident showed that the 8-9 p. m. period Sunday evening was not reserved exclusively for the sale of coffee. He pointed out that the *Peoples Church* program on CKCL has been drawing thousands of dollars in donations from its 8 p. m. audience on Sunday evenings.

New Jersey Bell Telephone Co., serving the region where Mars excitement was greatest, recorded an increase of only 6 or 7% above normal in local exchange calls during and immediately after the program. The press had related tales of congested exchanges and jammed facilities. Some slight delays were noted in calls to police stations but no great difficulty was reported by operators in rendering speedy service. Chief operators had a number of calls from listeners but assured them it was a radio program.

An increase of 6 to 7% above normal was recorded in inbound long-distance calls. The calls came from several sections but in many cases were cancelled before completion when the nature of the excitement had been ascertained. Major telephone trouble was at the CBS exchange in New York,

(*Continued on page 28*)

# Opposition Voiced To Plan of B-S-H

### Kirby, of NAB, Describes It As 'Commercial Coercion'

THE "Public Relations Survey" project of Blackett-Sample-Hummert, recently proposed to stations, was described as "nothing short of attempted commercial coercion" by Ed Kirby, NAB public relations director, in a letter to the agency Nov. 9.

Stating the NAB had serious doubts that the proposed survey comes under the head of what is generally construed to be public relations, Mr. Kirby said the basis for determining a station's "public relations" has nothing to do with "obtaining free lineage in newspapers." He referred to the portion of the plan whereby the basis for deciding the outstanding station would be total newspaper lineage in recognized ABC papers.

Declaring that stations have only time and talent and mass audience for sale and not free newspaper space, Mr. Kirby said that such outside efforts as these "lead inevitably to unnecessary misunderstanding between the press and radio and do not serve the best interests of the American System of broadcasting." Newspaper space in support of a radio campaign should be "purchased and not begged," he said, declaring that the NAB cannot condone any efforts made upon its members to secure free publicity in newspapers for commercial programs.

While no official word is forthcoming, it is reported that Blackett-Sample-Hummert has dropped its "Public Relations Survey" plan because of adverse comment and publicity.

# KVOO Feeds Southwest Will Rogers Dedication

TWELVE Southwestern stations received complete coverage of the Will Rogers Memorial dedication Nov. 4 through KVOO, Tulsa, which cooperated with the Will Rogers Commission. Coverage included broadcasting from airplane, mobile transmitter, and central installations at the memorial and museum. Stations receiving the broadcast, included KCRC, Enid; KGFF, Shawnee; KVSO, Ardmore; KADA, Ada; KBIX, Muskogee; KTOK, Oklahoma City; KASA, Elk City; KOMA, Oklahoma City; KHBG, Okmulgee; KFPW, Fort Smith; KUOA, Siloam Springs, Ark.

Four half-hour pickups were made on the day of the dedication, each broadcast being made from the airplane, mobile transmitter, and central point at the museum. During the day's broadcasts, Bob Lee was the announcer at the museum; Lou Kemper used the mobile transmitter; Ken Miller, KVOO news editor, worked from the airplane, and Dorothy McCune, woman's commentator, alternated at different points of pickup.

LENOX R. LOHR, president of NBC, has written a letter to New York's Police Commissioner Lewis J. Valentine suggesting that a private telephone wire be run from police headquarters to NBC'c offices for use in emergency when the network's switchboard might possibly be tied up with incoming calls and the police unable to reach network officials to request emergency announcements to citizens.

# *Benson Claims Marked Progress Made In Joint Search for Radio Yardstick*

EDITOR, BROADCASTING:

On my return to the city after a prolonged absence, I found and read your editorial entitled "Pigs, Pokes & Pigs," in your issue of Oct. 15, and I feel somewhat disturbed by erroneous impressions that it makes, to which I would like to call your attention.

Mr. Benson

In the third paragraph, you say that after four years little has been accomplished except controversy. In the first place, the committee is only three years old; and in the second place, the sponsors, as well as the committee itself, feel that considerable has been accomplished, not merely in finding a yardstick for measuring listening areas, but also in the two annual estimates of radio sets allocated by counties, and especially the rural study which is now being released and is widely regarded as a very substantial contribution to our knowledge of listening habits on the farm and in villages of 2500 and under.

The search for a yardstick has been a long and complicated one, due to the inherent difficulties of the problem. We have been devoting ourselves to a purely exploratory investigation.

In the sixth paragraph, you refer to the minutely specific character of the information sought by the committee in measuring the average audience for each 15-minute period of the day. We have had no such idea in mind, the nearest approach to it being a registration of listening habits by half-hour periods, divided into night and day broadcasting.

In the next paragraph, you intimate that more specific information regarding radio broadcasting is not so much needed, in view of the fact that broadcasting sponsors know about their own sales results. You overlook the fact that regardless of sales results, every advertiser, whatever the medium, is intent upon getting the most for his money and knowing as specifically as possible just what he does get in the way of use of the medium. This is behind the A.B.C. and T.A.B., and certainly should be behind any studies made by the Joint Committee.

Whether an advertiser is large or small, he is becoming more and more selective in regard to the medium he uses, and the units in that medium, to get the most resultful use of time, space, and conditions involved.

This is something that every medium can well afford to bear in mind.

From my experience with the advertiser members of the Joint Committee, I feel convinced that they do not want anything from media which it is not feasible to give them, or which might involve too much expense. Naturally, advertisers and agencies both want all the specific information they can get, but within reasonable and practicable limits.

I dislike to have to differ so markedly from the editorial point of view of your magazine, as I much respect it and its contribution to the business of broadcasting.

On the other hand, I feel confident that you do not want to misrepresent or cause any misapprehension about the work of the Joint Committee, which has been generously supported by the networks, and very earnestly and conscientiously conducted by its officers and subcommittees.

Any correction that you see fit to make would, of course, be appreciated.

JOHN BENSON, *Chairman*,
Joint Committee on
Radio Research.

New York
Oct. 31, 1938

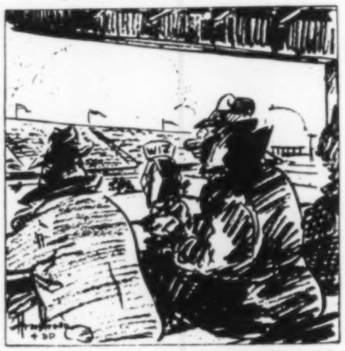
Editor's Note: Always desiring to present both sides of any issue, we are glad to publish Mr. Benson's letter in full. We thank Mr. Benson for correcting us on the errors of fact he mentions. And we too are interested in seeing worthwhile results. But we think the advertiser and agency groups also should foster fair play, and not demand any more of radio than they get from competitive media.

# *PRINCETON PROJECT COVERS WIDE AREA*

A ROUNDUP of activities of the Princeton Radio Research Project, financed under a $67,000 Rockefeller Foundation grant in 1937, has been submitted by Paul F. Lazarsfeld, project director, in cooperation with Dr. Hadley Cantril of Harvard and Dr. Frank Stanton of CBS.

Publications to be issued will include *Measurement Techniques, The Art of Asking Why, Radio Commentators, Music on the Air, Radio and Reading, Studies in Educational Broadcasting, Radio in Different Walks of Life, Panel as a Tool in Listener Research, Statistical Methods as Applied to Radio Research, Handbook on Listener Research*, radio issue (Feb., 1939) *Journal of Applied Psychology.*

The Rockefeller grant was for two years, during which a more definite plan is being developed. Starting in the autumn of 1939 the Princeton project is to explore influence of radio in specific situations; experiments in program development; study of different groups of listeners; success and failure of characteristic programs; study of nonlistening; programs with definite psychological tendencies; serial dramatizations; listener tests; continuation of some of work started in first period.


Spokane Chronicle

*"It's Mucszynsk—no, it's Padyszorbd—no, it's Zybkydn—no, it's Smith."*

# Delegates Are Appointed By President to Attend Guatemalan Conference

PRESIDENT ROOSEVELT announced Nov. 11 that he had appointed the American delegation to the Central American Regional Radio Conference which begins in Guatemala City Nov. 24. The conference agenda covers allocation of frequencies between 2300-2400 kc. for broadcast use in the Central American countries. The Panama Canal Zone area constitutes the interest of the United States.

At the State Department, it was announced that Fay Des Portes, American Minister to Guatemala, will head the delegation as chairman. Harvey B. Otterman, of the Telecommunications Division of the State Department, is vice-chairman. Other members are Col. D. M. Crawford, Army Signal Corps.; Lieut. Comdr. Mervin W. Arps, radio material officer, Balboa Canal Zone, and Gerald C. Gross, chief of the International Section of the FCC. Daniel H. Schmidt, of the State Department, is delegation clerk.

The medium high-frequency band, under the Havana and Cairo conferences of last year, is assigned for broadcast use in the tropical countries where it appears to be better adapted than lower frequencies. The International Telecommunications Conference at Cairo authorized regional conferences for actual allocations and the Guatemala conclave is pursuant to that mandate.

## NBC Education Series

EXPANDING its educational activities under Dr. James Rowland Anzell, its educational counsellor, NBC on Nov. 5 inaugurated the *American Education Forum* on the Blue network, Saturday, 9-9:25 a. m. (PST). Featuring leading universities and outstanding educators of the nation, the series replaces the roundtable broadcast last season on the NBC Pacific Blue. As in the West Coast series, arranged by Arthur S. Garbett, NBC western division educational director, the *American Education Forum* is under direction of Dr. Grayson N. Kefauver, dean of the School of Education, Leland Stanford University, Cal., where the Nov. 5 program originated. New York, Chicago and San Francisco will take turns as originating points of three out of four programs. A different city will be selected each month for the fourth broadcast.

## McClatchy Applications

APPLICATIONS for the improvement of the facilities of three McClatchy stations were filed with the FCC Nov. 8 coincident with the visit to Washington of Guy Hamilton, general manager of the McClatchy newspapers and stations. Authority is sought to increase the day power of KMJ, Fresno, to 5,000 watts; to change the frequency of KERN, Bakersfield, from 1370 to 1380 kc., and to change the frequency of KOH, Reno, from 1380 to 630 kc. with power of 1,000 watts. In all cases new transmitters at new sites would be erected. Mr. and Mrs. Hamilton motored back to Sacramento after an extended eastern tour.

# Television Activity Is Spurred As Paramount Acquires Rights

## Film Company to Use DuMont Facilities as Work Starts on Station to Be Ready in January

By DAVID GLICKMAN

EARLY withdrawal of barriers to television exploitation is anticipated as a wave of activity within the last few weeks on several fronts gave impetus to the sight-sound movement.

In the first move by any film company to enter television, Paramount Pictures, Hollywood, on Nov. 7, through Stanton Griffis, chairman of its executive committee, announced plans to telecast on a major scale. Paramount is reported to have obtained control of DuMont Laboratories Inc., cathode ray tube and television receiving set builders, and plans to construct a Hollywood televising transmitter to function closely with its film production.

DuMont is now erecting its first telecasting station at Montclair, N. J., under a construction permit granted by the FCC Oct. 24. It is to be ready in January. Negotiations are reported for sites in other thickly populated sections, where DuMont plans to construct additional transmitters. No application has been made with the FCC for a Hollywood television station.

### New Entertainment Factor

Mr. Griffis in his formal statement called attention to Paramount's affiliation with DuMont in television as backing the assertion that the film company intends to become a leader in the new broadcasting enterprise. His statement was further elaborated by reports from New York of a patent alliance with RCA. Mr. Griffis pointed out in his statement that Paramount's interest in television is a logical interpretation of that industry's probable development. It will utilize motion picture productions for a large portion of its broadcasts, he stated, and predicted also that as entertainment it will have logical release both in homes and theatres.

"Television inevitably will be a tremendous factor in the entertainment field," Mr. Griffis said. "Paramount recognizes that its development is placing upon the motion picture industry a responsibility that is virtually an obligation to the public."

He said television is much closer to becoming an accomplished fact than the public imagines. "One of the things that heretofore has limited the commercialization of television is the fact that it consumed such a width that the wave bands set aside for it by the FCC afforded only six channels," he continued. "The DuMont system, however, requires only three megacycles, which is just half the width required by other television systems, thereby raising the number of available channels to 12.

"Paramount is confident that its contact with DuMont puts it in a favorable position to develop in the television field. Television entertainment may be utilized, of course, not only through the present style of dramatic presentations and specialty programs, in fact almost any type of offering that is primarily narrative in its nature, but it also will have a tremendous field in the reporting of important current events, supplementing and coordinating the activities of the present method of newsreel reporting. This is where the motion picture producer becomes involved. It is inevitable that television entertainment will be edited so as to give the finest performances possible, and this means that much, if not a great majority, of television presentation must be photographed entertainment. Televised movies must excel any performances acted directly for the television transmitter.

### Sets for the Public

"Finally, experiments on the controlled transmission of television images by means of coaxial cable have so far indicated a transmission cost rendering this method practically prohibitive in making television programs available to widely scattered stations. The motion picture industry already has solved this problem of transmission. It simply records these images on film and sends them around to the individual stations in cans."

In supplementing his announcement, Mr. Griffis declared that the motion picture industry has nothing to fear from television if it will coordinate the latter for its own use. It will give the picture companies a larger scope in production, thereby reducing overhead, he stated. Mr. Griffis admitted that neither he nor anyone else can guess at the moment the trend television will take in the years to come—whether it will be confined merely to bringing entertainment into the home, or whether it will be harnessed to carry programs to the screens of theatres.

He pointed out that DuMont sets, which will shortly be put on the eastern market retailing at from $150 to $250 each, have a screen 8 x 11 inches. However, he believes the time is not far distant when this will be enlarged by the development of cathode ray tubes strong enough to carry the heavier load needed for larger screens. Whether pictures produced by Paramount for theatre exhibition will serve the needs of television or whether it will be necessary to produce films especially designed for the latter, remains to be seen, he said.

Don Lee Broadcasting System, Los Angeles, which recently sold several of its television apparatus patent rights to RCA, on Nov. 7 started to put on live telecasts on a broadened schedule over its experimental station W6XAO, and laid further plans for a second transmission system on the West Coast.

The network has applied to the FCC for a second television broadcasting license and if granted will locate the station in San Francisco where it owns and operates KFRC. Under supervision of Harry Lubcke, television director, and Jaime Del Valle, television program director, the network in its new schedule is televising many important KHJ, Los Angeles, live talent programs in addition to several added features, utilizing from one to two hours daily. This augments the schedule of television features regularly broadcast by W6XAO.

* * *

### Receivers on Sale

Construction of a television transmitter at the DuMont plant in Passaic, N. J., for which the FCC granted a CP Oct. 24, is being carried forward at full speed, Mr. DuMont told BROADCASTING, and from present indications it will begin broadcasting pictures shortly after the first of the year. Little attempt at entertainment will be made for some time, he stated, as the primary purpose of the transmitter is to test the DuMont system and the inventor is anxious to complete these tests and establish the practical value of his method of sight transmission before any other standard may be made official by the FCC.

DuMont video receivers are now on sale in a number of New York department stores, the inventor said, the combination sight and sound receivers utilizing a 14-inch cathode tube which gives an image approximately 12 inches square, retailing at $395. Mr. DuMont contradicted published reports that his company was a subsidiary of Paramount Pictures, stating that Paramount had purchased stock in the concern some months ago, but that the control remained with DuMont and his associates.

## Like Texaco Discs

FIRST returns of the questionnaires sent by Texas Co., New York, to the 148 stations broadcasting the transportation series placed cooperatively by this company and its dealers indicate the broadcasts are popular with the Texaco retailers both as entertainment and as advertising. Louis Witten, radio director of Buchanan & Co., New York, Texaco agency, told BROADCASTING that while questionnaires have been received from only about a third of the total list of stations so far and none of the results tabulated, the consensus of those who have replied is that for the most part the dealers like the program material and believe that the broadcasts have brought new customers to their service stations. Continuation of the series for another 13 weeks or longer will depend largely on the wishes of the dealers, Mr. Witten said, but at the moment it seems extremely probable. The Jesters Trio, Jean Ellington, Johnny Gart and Ben Grauer are featured on the 15-minute discs, which are recorded by NBC Transcription Service.

# *North Carolina Interests Protesting NBC's Exercise of Option for WPTF*

A BITTER controversy over NBC's action in exercising its option to acquire WPTF, Raleigh, for $210,000, has been aroused in North Carolina, with a demand by civic and commercial organizations of the State for the right to appear in opposition to the transfer in formal proceedings before the FCC.

Now owned by the Durham Life Insurance Co., WPTF is an NBC outlet operating on the 680 kc. channel and has been under option to NBC for four years. The option grew out of an arrangement whereby NBC consented to the station's operation during evening hours on the 680 kc. channel, on which the NBC-owned KPO, San Francisco, is the dominant station.

When first word of the decision of NBC to exercise its option came to North Carolina interests, local newspapers, heretofore not particularly favorable to broadcasting, launched vigorous editorial campaigns in support of WPTF and joined in a demand for FCC action.

### C. of C. Opposition

The Raleigh Chamber of Commerce at a meeting Nov. 9 adopted a strong resolution holding that the best interests of the city and State and industry have been and will be served by continued ownership of WPTF by Durham Life. The board said it had been advised and believed that the option was obtained from WPTF "through coercion resulting from the desire of Station WPTF to adequately serve its section by broadcasting after sunset on the Western Coast."

Approval by the FCC of the transfer, the resolution stated, "will further the monopolistic nature" of NBC. It added that it felt the action is contrary to the public interest and that NBC, if permitted to purchase WPTF, could "sell said frequency or remove it to some other point." The Chamber resolved that it is opposed to the sale of the station to NBC, that the FCC be so advised and that the Chamber president appoint a committee to appear before the FCC in opposition to the approval of the sale. It also resolved that a request be made on behalf of the Chamber that a hearing be granted to those opposed to the application.

Further opposition developed in a letter to Chairman Frank R. McNinch, himself a North Carolinian, from Tyre Taylor, general counsel of the American Federation of Little Business, with headquarters in Washington. Mr. Taylor also is a North Carolinian.

Protesting the action, Mr. Taylor said the interest of the Federation arises from its opposition to monopoly and concern for the perpetuation of independent small enterprise. The question, he declared,

*(Continued on page 67)*

## *Time* Quits Dec. 2

TIME Inc., New York, which, on Oct. 28, renewed its contract with NBC for the continuance of *March of Time* for an additional six weeks, has definitely cancelled its contract to sponsor the series, effective Dec. 2. BBDO, New York, handles the account.

# Research Group Revised by NAB

## Church Is Renamed Chairman; Meeting Planned Nov. 17

APPOINTMENT of a new research committee of eight members was announced Nov. 10 by NAB President Neville Miller. Arthur B. Church, KMBC, Kansas City, was renamed chairman. Other members are Joseph O. Maland, WHO, Des Moines; H. K. Carpenter, WHK-WCLE, Cleveland; Paul W. Keston, CBS vice-president; Roy C. Witmer, NBC sales vice-president; John V. L. Hogan, WQXR, New York, chairman of the NAB engineering committee, and George Roeder, manager of WCBM, Baltimore. Mr. Miller will serve ex-officio.

Mr. Miller announced the committee would meet in Washington Nov. 17 to discuss pending matters, notably the position the NAB will take in connection with continued participation in the work of the Joint Committee on Radio Research, representing NAB, Association of National Advertisers and American Association of Advertising Agencies. Mr. Miller will serve as chairman of the NAB group sitting with the Joint Committee and four of the remaining seven members of the Research Committee will be selected for Joint Committee membership.

The NAB executive committee will meet in Washington Nov. 15 to consider accumulated business, with the most important subject on the agenda that of disposal of the NAB Transcription Library [BROADCASTING, Oct. 1-15]. Competitive offers of Langlois & Wentworth and Brinckerhoff are understood to be pending.

Mr. Miller also will discuss with the executive committee the current FCC situation, notably in connection with programs. He conferred with Chairman McNinch Nov. 10 regarding program standards.

Mr. Miller, along with Chairman McNinch, will address the NAB District 4 meeting at White Sulphur Springs Nov. 19. He also will attend a meeting in Roanoke Nov. 21 of the sales managers group of stations in District 4, comprising Maryland, North Carolina, the District of Columbia, South Carolina, Virginia and West Virginia.

Edwin W. Craig, NAB director, has called a meeting of District 6 in Nashville Nov. 28 and 29 which also will be attended by President Miller. Philip G. Loucks, former NAB managing director and Washington attorney, will address the session. States in District 6 are Tennessee, Mississippi, Arkansas and Louisiana.

An informal press conference with Washington newspapermen to ground them in the fundamentals of radio was held Nov. 10 by President Miller. The purpose was to acquaint newspapermen assigned to cover the chain-monopoly hearing with radio terms and nomenclature and give them the background of the proceedings.

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KING HAAKON VII of Norway will be heard throughout the United States in a special international broadcast on NBC-Red Nov. 20 in ceremonies attendant on the opening of Oslo's new shortwave station.

# *Big Improvement in October Billings Brings Networks Well Over 1937 Sales*

OCTOBER was a good month for the national networks. Many programs which had been off the air during the summer months resumed their winter schedules and political broadcasting, while chiefly local or regional, consumed enough network time to more than offset for losses from afternoon commercial broadcasts that were canceled to permit play-by-play coverage of the World's Series on a sustaining basis. Gross billings for all networks combined totaled $6,511,630, a gain of 7.3% over October, 1937, when the networks billed their advertisers for $6,083,907 worth of time.

This increase is especially significant of better business in view of the fact that during the four months preceding October, the combined network billings had fallen below those for corresponding months of 1937. Combined cumulative billings for the first ten months of 1938 totaled $58,262,491, a gain of 2.9% above last year's $56,647,137 for the same period. For NBC and MBS, October, 1938, was an all-time high.

### Big Gains Over September

Individually, all networks showed vastly better billings than in September. Mutual was up 73.7%; CBS, 49.2%, and NBC, 26.7%. Compared with October of last year, MBS was again the percentage leader, reporting billings of $347,771 in October, 1938, for a gain of 45.7% over the $238,683 for October, 1937. Columbia, with $2,389,895 for October this year as compared with $2,505,485 for October last year, shows a loss of 4.6%. NBC gained 13% over a year ago, with $3,773,864 for this October as against $3,339,739 for October, 1937.

For the year to date, CBS shows cumulative billings of $22,365,777 as compared with $23,281,027 for the first ten months of 1937, a loss of 3.9%, the gains for the first quarter of the year being overcome by seven months of consecutive losses as compared with the 1937 figures, which represented all-time highs for this network. NBC's cumulative total of $33,676,688 is 6.5% above that of the same period of 1937, which was $31,630,854. MBS, with $2,222,026 to date this year, is 28.1% above last year at this time, when its total billings were $1,735,256.

### Gross Monthly Time Sales

| | *1938* | *% Gain over 1937* | *1937* |
|---|---|---|---|
| **NBC** | | | |
| Jan. | $3,793,516 | 7.1% | $3,541,999 |
| Feb. | 3,498,053 | 6.1 | 3,295,782 |
| March | 3,806,831 | 5.3 | 3,614,283 |
| April | 3,310,505 | 1.0 | 3,277,837 |
| May | 3,414,200 | 6.2 | 3,214,819 |
| June | 3,200,569 | 6.6 | 3,003,387 |
| July | 2,958,710 | 9.3 | 2,707,450 |
| Aug. | 2,941,099 | 5.6 | 2,784,977 |
| Sept. | 2,979,241 | 4.5 | 2,850,581 |
| Oct. | 3,773,964 | 13.0 | 3,339,739 |
| **CBS** | | | |
| Jan. | $2,879,945 | 21.1% | $2,378,620 |
| Feb. | 2,680,335 | 18.4 | 2,264,317 |
| March | 3,034,317 | 18.5 | 2,559,716 |
| April | 2,424,180 | — 5.4 | 2,563,478 |
| May | 2,442,283 | — 4.6 | 2,560,558 |
| June | 2,121,495 | —14.3 | 2,476,576 |
| July | 1,367,357 | —31.2 | 1,988,412 |
| Aug. | 1,423,865 | —27.2 | 1,955,280 |
| Sept. | 1,602,105 | —21.0 | 2,028,585 |
| Oct. | 2,389,895 | — 4.6 | 2,505,485 |
| **MBS** | | | |
| Jan. | $ 269,894 | 26.3% | $ 213,748 |
| Feb. | 253,250 | 9.0 | 232,286 |
| March | 232,877 | — 5.9 | 247,431 |
| April | 189,545 | — 5.3 | 200,134 |
| May | 194,201 | 25.6 | 154,633 |
| June | 202,412 | 72.4 | 117,388 |
| July | 167,108 | 64.7 | 101,458 |
| Aug. | 164,626 | 70.4 | 96,629 |
| Sept. | 200,342 | 50.8 | 132,866 |
| Oct. | 347,771 | 45.7 | 238,683 |

# Don Lee, WTAG Signed By World Disc System

DON LEE Broadcasting System's 14 stations on the Pacific Coast and WTAG, Worcester, Mass., have joined World Transcription System. Addition of the Coast group constitutes another step in the project of the World Broadcasting System, subsidiary to establish a transcription group offering nationwide major market coverage.

Roland C. Oxford, formerly of the NBC statistical department, has joined the market analysis staff of WBS, recently organized in connection with the transcription system. He will work under the consulting supervision of Dr. Herman S. Hettinger in compiling statistics and market data on behalf of WTS stations. The staff will operate in conjunction with World's creative selling group, recently announced by Norman Cotterill, WBS vice-president in charge of sales.

## Nor-Way Tries Spot

COMMERCIAL SOLVENTS Corp., New York (Nor-Way Anti-Freeze), on Nov. 14 started a 100-word announcement campaign to run daily along with weather reports for 12 weeks on WBT, Charlotte, N. C., and WSB, Atlanta, Georgia. Maxon Inc., New York, is handling the account.

## Du Pont Returning

E. I. du PONT de NEMOURS & Co., Wilmington, on Dec. 5 will return to the air with *Cavalcade of America*, which it has sponsored for several years on CBS in an institutional advertising campaign. Program will be heard on 56 CBS stations, Mondays, 8-8:30 p. m., with rebroadcast at 12 midnight. Series features such outstanding talent as Gabrieal Heatter, news commentator; Thomas Hardy Chalmers, writer of the narration in the moving picture *The River*; James Truslow Adams, author of *Epic of America*, and Don Voorhees and his orchestra. Account is handled by BBDO, New York.

## Cluett, Peabody Test

CLUETT, PEABODY & Co., New York (Sanforized shirts), since Oct. 1 has been running a test 15-minute program of shopping gossip on WCAU, Philadelphia. The company may start a test spot announcement campaign at the end of this month. Young & Rubicam, New York, is in charge.

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WHITE LABORATORIES, Newark, N. J., is considering the addition of several stations to its present spot announcement campaign for Feen-A-Mint. Plans will probably be definite by December 1. Wm. Esty & Co., New York, handles the account.

# *RCA GROSS IS DOWN DESPITE NBC GAIN*

DESPITE the increase in NBC time sale revenues from $28,291,115 to $29,902,709 during the same period, RCA parent company's gross income from all sources during the first nine months of 1938 dropped considerably from the income for the same period in 1937. During the January - September 1938 period, RCA gross income from all sources was $70,878,614, as compared with $83,447,424 during the same period last year, according to its quarterly statement issued Nov. 5.

The RCA statement does not break down by subsidiary companies, but the NBC time sales figures are released monthly and the comparison is thus made possible. Thus NBC is shown to account for $29,902,709 of RCA's gross of $70,878,614 for the nine-month period.

RCA's net profit for the first nine months of this year was $4,141,205, as compared with $6,599,111 for the same period of last year, the equivalent of 12.4 cents per share on 13,881,016 shares of common stock as against 30.1 cents during the same period last year.

# Gross and Net Revenues Of CBS Reveal Decline

A SUBSTANTIAL drop in both gross and net revenues for the first nine months of this year was reported by CBS and subsidiaries in its income statement to stockholders Nov. 1. Gross income from sale of facilities, talents and wires for the period Jan. 1-Oct. 1 amounted to $23,958,344, less $6,875,428 for time discounts and agency commissions, or $17,082,915. This compared with $24,926,420 less $7,526,543, or $17,399,877 for the same period of 1937.

Net profit for the first nine months of this year was $2,606,157 equal to $1.53 per share, compared with $3,053,416 or $1.79 a share during the same 1937 period. This was calculated on 1,707,950 shares of $2.50 par value stock outstanding. The network paid Federal income taxes of $582,357 for the 1938 period.

## Armco Band Returning

AMERICAN ROLLING MILL Co., Middletown, Ohio, will bring its *Armco Band* concerts back to the air in January, as a Sunday afternoon half-hour program on the NBC-Blue network. Company is the first new client to sign for a Blue campaign since the new discount rates went into effect Nov. 1. Armco will use the Blue basic and all four Blue supplementary groups, entitling it to the maximum discount of 20% overall. Programs, performed by the company band composed of Armco employes, will originate at WLW, Cincinnati. Armco agency is N. W. Ayer & Son, Philadelphia.

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DEATH of Harry Weir, page at NBC's Radio City studios, who left last year to go to Spain with the Abraham Lincoln Brigade, and who was reported missing three months ago, has been officially confirmed.

# Cooperative Series Growing Rapidly

## Broader Field Provided For Net Sponsorship On Local Basis

By BRUCE ROBERTSON

**THERE'S nothing new about the idea of cooperative nationwide programs. But there's news in the recent development of this type of sponsorship, which offers to the local or regional advertiser a chance to receive the same frequency programming that national advertisers obtain. What's more, they can do it without unbalancing the advertising budget. Mutual has found in this type of program a means of boosting its business to a marked degree, according to Theodore C. Streibert, MBS vice-president. Among examples he cites the *Lone Ranger* series, originally confined to three markets.**

RECENT proposal that the CBS broadcasts of the regular Sunday afternoon concerts of the New York Philharmonic Orchestra be sponsored by retailers throughout the country on a cooperative basis, while dramatic in its magnitude, presented no advertising innovation but merely an illustrious addition to that rapidly growing class of network programs which are broadcast nationally but sponsored locally.

Mr. Streibert

Designed to give the local or regional advertiser a chance to compete in its radio offerings on an equal footing with his national competitors, these cooperative programs have opened a completely new field of network operations, according to Theodore C. Streibert, vice-president of MBS, which has been most active in promoting this type of broadcast.

"Cooperative programs are rapidly developing into a large proportion of our business," Mr. Streibert said. "and for some very good reasons. They provide the small advertisers, with limited distribution and equally limited advertising budget, with live talent programs of network caliber at a low cost.

### A Low-Cost Test

"They enable the program promoter, whether an advertising agency, a program production firm or a network itself, to determine whether the program can be sold without making the large preliminary investment necessary in the case of transcriptions.

When, as frequently is the case, these programs are available as sustaining material to stations in localities in which they are not sponsored, they serve the double purpose of raising the station's sustaining standards and of providing its sales force with saleable merchandise.

"The *Lone Ranger* is an excellent example of what I mean," Mr. Streibert continued. "Here was a program that was a success from every point of view. It was a favorite with audiences; it sold merchandise; it built good will, and it afforded its sponsor many opportunities for merchandising tieups. There was just one drawback to its becoming a national sensation and that was the fact that Silvercup Bread, which it advertised, had distribution in only three markets—Detroit, Chicago and New York.

"When the Gordon Baking Co. agreed to let the program be sold to other sponsors in territories which Gordon did not cover, the result was a share-the-wealth plan that really worked for everyone concerned. Today the *Lone Ranger* gallops across the Mutual network from coast to coast, giving pleasure to listeners, profits to a number of sponsors and audiences to those stations which carry the show as a sustaining feature.

"As that case illustrates, this plan of a cooperatively sponsored program not only gives better programs to small advertisers but also larger audiences to good programs, a splendid arrangement from every point of view. Of course nothing is ever perfect and even this idea has its drawbacks. About two years ago an advertiser sponsoring a local program on WOR called me in some indignation to complain that we were trying to sell one of his competitors the idea of sponsoring on WOR one of these cooperative programs.

"The program featured headline talent, but since the cost was to be shared by a number of advertisers throughout the country, the actual cost of the program on WOR was less than the amount paid for a much less pretentious program by my caller. This, he said, definitely came under the head of unfair competition, and if we persisted he would cancel his program immediately. Well, the sale fell through and the matter never came to a showdown, but it does go to prove that you can't please everybody with anything, no matter how good."

Although this type of program has developed most rapidly during the past couple of years, it cannot claim to be a radio novelty. As long ago as the fall of 1930—and in radio history that's way back in the dark ages—a group of jewelry retailers in various cities pooled their resources to put a pre-Christmas radio campaign on CBS.

Largely musical, each broadcast contained an eulogy to one particular class of jewel, the talk on diamonds being broadcast from Amsterdam, home of diamond cutting, by the noted author Hendrik Van Loon. In those days, Transatlantic broadcasts were a matter of hope and prayer and this was the first time one had ever been attempted as part of a commercial broadcast, a piece of daring that would have been paid for a hundredfold by the newspaper publicity even if it had flopped, although as it happened it came through beautifully.

Even before this there had been programs with more than one sponsor. The women's hour of domestic science chatter, with several makers of foods and household gadgets participating in its sponsorship, is as old as commercial radio itself. Away back in 1927, Young & Rubicam put the *Radio Household Institute* on NBC five days a week, mixing plugs for the products of Y & R clients among the recipes and household hints. But these commercials were broadcast over the full network and not cut in locally as is done with the true cooperative program, so they don't really count here.

### Coffee Roasters and Banks

If memory and network files are accurate, a lapse of more than five years separated the jewelers' series from the next cooperative program, the *Morning Matinee* which a dozen department stores in as many cities launched on MBS in the spring of 1936. So successful was the spring campaign that in the fall the program returned with twice as many sponsors and the following spring the idea was copied by the Owens-Illinois Glass Co., who got individual coffee roasters in nine cities to go in with them on an MBS campaign for coffee in glass containers.

Meanwhile, a group of banks had begun broadcasting a series of concerts by the Philadelphia Symphony Orchestra on CBS, each program containing a brief talk on banking in general as well as a cut-in announcement in which each bank advertised some specific service it was offering its own community. This banking series was so effective that it was expanded from a half-hour to an hour for a second year's series, on NBC-Blue, the only cooperative show ever on NBC, incidentally.

During the past spring and summer CBS carried the *Monday Night Show* in the interests of a number of brewers, who found it so productive that about half of them decided to continue on past the normal end of the beer-drinking season to promote the year 'round consumption of this beverage. In cities where more traditionally minded brewers dropped out with the end of summer, sponsors in other lines of business have been added to keep the program going. But it is Mutual that has really been responsible for making cooperative programs a regular part of the broadcasting scheme.

At the present time there are six of these cooperative shows on MBS networks ranging from three to 31 stations, and as many more of the MBS sustaining programs are now being offered to local advertisers for sponsorship in their particular cities.

Indeed, the whole development is probably due to the peculiar setup of MBS that enables it to broadcast a program for only a few cities and to serve local and regional advertisers where the older networks have concentrated on the national advertisers.

Probably the main reason that Mutual's affiliated stations have taken such an interest in the cooperative type of program is the larger remuneration stations receive for MBS shows under this network's profit-sharing type of compensation, which gives each station powerful incentive in pushing the sale of the program locally, in seeing that the cut-in announcements are handled carefully, and in publicizing and promoting the show in its community.

What the future holds for these cooperative programs is anybody's guess, for as yet they have not crystallized into any set formula. Some are originated and promoted by associations among their members. Others are handled by program building companies, or by advertising agencies, or by the network and its affiliated stations themselves. Maybe the secret of the cooperative show is this fact that it can be developed in so many ways.

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## Co-Op Plan Dropped

PLAN of having the New York Philharmonic Orchestra broadcast under the cooperative sponsorship of the country's leading retail stores has been dropped, for the present season at least. Originally calling for such a sponsorship of the regular Sunday afternoon concert-broadcasts on CBS [BROADCASTING, Oct. 15], the idea was later amended to substitute a weekday evening broadcast for Sunday [BROADCASTING, Nov. 1]. Difficulty seems to have been that prices quoted to each store by CBS were based on the number of stores expected to participate in each city and when some of these prospective sponsors backed out the others were not willing to increase their shares enough to make up the balance. However, so much interest was voiced by retailers generally in the proposal of a cooperative campaign to sell the idea of modern retailing to the American public that the idea in some form or other will undoubtedly materialize in the not too distant future.

## New Co-Op Series

FURRIERS and firms in similar lines of business will soon start a coast-to-coast Sunday evening MBS variety show called *Let's Go Hollywood* featuring Warner Bros. stars and originating in Hollywood. The half-hour show will be heard 6-6:30 p. m. and is scheduled to begin before Dec. 1. McJunkin Adv. Co., Chicago, is handling the deal and will coordinate the various local sponsors throughout the country. The show will be sponsored on WGN, Chicago, by Evans Fur Co.

# Remodeling Halts NBC's Television For Long Period

## Studios and Transmitter Are Undergoing Improvements

PLANS to remodel completely NBC's television studios in the RCA Bldg., in addition to rebuilding the transmitter and erecting a new transmitter on the Empire State Bldg., will probably prevent the network from returning its visual broadcasts to the air on a regular schedule before next April, according to C. W. Farrier, NBC television coordinator.

It is possible that some test broadcasts will be made whenever erection of the new antenna has been completed, he said, adding that this would probably be some time within the next month, but the revamping of the network's television studios will prohibit any resumption of a regular schedule of sight programs before next spring.

In the meantime, the program division will be preparing for a complete schedule next spring and summer by developing program material and getting it in shape for production.

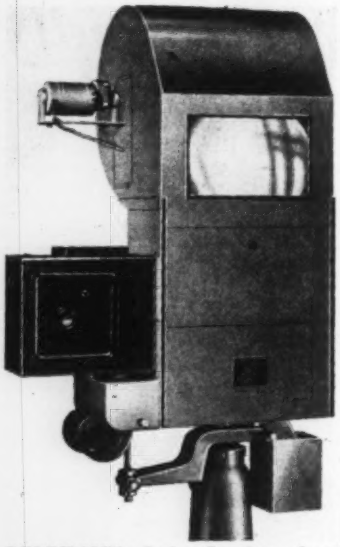
### Auto Show Telecast

The television broadcast of the new cars and parts which was put on Nov. 10 to herald the annual Automobile Show which opened in New York the following day, was broadcast from the old temporary antenna and with the transmitter hooked up especially for the occasion, Mr. Farrier stated, and does not presage an immediate resumption of video programs by NBC.

This broadcast depicted a number of 1939 cars, which were paraded before the television cameras of NBC's mobile unit in Rockefeller Plaza, and also showed the outstanding features of the new equipment of the autos through demonstrations in the studio. Leading motor manufacturers cooperated with NBC in presenting the broadcast, which was perhaps a preview of the programs of future years when these same manufacturers will be buying time on the visual as well as the sound waves to advertise their products.

The new antenna, developed largely by N. E. Lindenblad of RCA's television engineering staff, represents a complete departure from previous antenna types by doing away with wires altogether, substituting in their stead torpedo-like radiators mounted on cross arms, so that the whole structure looks like a streamlined weather vane. Its practical value, however, lies in the fact that it can transmit sight signals "flat" over a band of 30 megacycles, six times the width required for a television signal, without accentuating the energy in any part of the entire band. This means that there will be no "peaks" in the transmission. That is, the viewer will see in his set pictures of uniform tone and brilliance, without any bright spots suddenly highlighted against a less intense general background.

So new that it has not yet been given a name, this antenna includes two doublets (a variation of the di-poles previously used) for picture transmission and four for transmitting the accompanying sound. These are fed concentrically through a common vertical shaft, with different electrical balances used for sound and sight so that intermodulation is impossible. In effect, a closed loop is used for sound and open radiators for sight, eliminating any chance of interference between the two signals. The structure is fitted with electrical heating units to prevent the formation of ice during cold weather and is topped with a lightning rod.



**SCOPHONY** Ltd., London firm, has developed this television projector for public halls. It projects an image 6 x 5 feet in black and white and resembles an ordinary film projector.

# Early Television Start Is Opposed by McDonald

ALTHOUGH itself a recent grantee by the FCC of a television broadcasting station, Zenith Radio Corp., whose president, Comdr. E. F. McDonald, vigorously opposed the public introduction of television by RCA [BROADCASTING, Nov. 1], on Oct. 29 issued a statement to stockholders declaring it to be Mr. McDonald's opinion that "the offering for sale of television receivers at this time in view of the present state of the art is, in my opinion, unfair to the public, and premature, both for economic and technical reasons."

"Such premature introduction of television commercially," the statement continues, "will result in loading the public with undue experimental replacement cost which, in turn, will result in retarding, instead of furthering development and in unprofitable operations for the companies engaging in such a program." Detailing his reasons for his stand, Comdr. McDonald declares that "good business judgment, as well as fairness, indicates that this is not the time to sell television to the American people."

# *Scophony Ltd., British Television Firm, Offers Projector for American Market*

AMERICAN radio manufacturers who are planning to put home television receivers on the market next spring may find competition from the English firm, Scophony Ltd., whose founder and general manager, Sol Sagall, is now in New York conferring with American businessmen regarding the feasibility of organizing an American company to manufacture and sell home television sets under the Scophony patents.

Mr. Sagall has had several meetings with Eddie Cantor, who became interested in the Scophony method of television during his visit to England last spring. This has given rise to talk that financial backing may be secured from the motion picture industry.

Movie producers have long been observing television developments closely with the intention of gaining at least partial control of this new entertainment medium which might prove a serious rival for their films—a fact that lends plausibility to the idea of their giving support to Scophony, since they have been unable to obtain any sizable interest in the leading American radio companies experimenting with the new art of sight broadcasting.

If Scophony is successful in forming an American company, which, according to Mr. Sagall, would employ American labor and American capital exclusively, only the patents coming from the parent concern, it may prove keen competition for American manufacturers. For the Scophony home receiver gives an image 20x24 inches, an area four or five times as large as the pictures produced by the sets demonstrated by RCA and other American companies.

Reason is that the American manufacturers are utilizing the electronic system of scanning, whereby the picture is viewed in the end of a cathode tube, either directly or reflected in a mirror, whereas Scophony uses an optical system which projects the picture from the rear onto a screen mounted on the face of the cabinet.

### Light Amplification

"The big problem in television is light," Mr. Sagall said in explaining his system. "A motion picture projector illuminates the whole picture at once, but since a television picture is broken up by the scanning device into some 200,000 separate pictures, the light on each of these individual parts is only 1-200,000th as strong. Scophony has found a way of amplifying this light through a storage of light principle which makes it possible to combine a number of picture elements and use them simultaneously. This means about a 200-fold increase in light."

Through this amplified light, Scophony has not only been able to develop a larger image for home use, but also has successfully demonstrated pictures 6x8 feet, suitable for gatherings of from 500 to 750 people in small halls. A Scophony receiver was installed in a London department store last June, he said, and its pickup of the Derby, as broadcast by BBC's television transmitter, was viewed clearly by about 750 people. Scophony is also said to be working at present on an image large enough to fill a standard motion picture screen, which Mr. Sagall said would probably be perfected within a few months.

Extremely optimistic over the future of visual broadcasting, Mr. Sagall predicted that within five years a radio program of sound without sight will be as obsolete as a silent movie today. He believes that before long television engineers will find a way to utilize the medium waves and possibly long waves as well as the ultra-short waves used in present visual transmission, which would extend the range of effective transmission from the present 50 miles to transcontinental proportions.

Mr. Sagall also foresees television as a valuable adjunct to motion picture entertainment. This will not be the same type of entertainment that the broadcasters will present for home consumption, he said, but such elaborate affairs as complete operas or performances of ballet companies, suitable for viewing only on the full-size motion picture screens. Already, he said, a group of English motion picture distributors in cooperation with Scophony, has asked the government for permission to set up a separate television system from that of the BBC, for use exclusively in their theatres. Again looking into the future, he also saw the possibility of a motion picture film being televised directly from the producer's studio onto the screens of hundreds of theatres, electrical waves replacing individual prints.

Although England by virtue of some two years of actual television broadcasting is now ahead of America in the field of television, he predicted the medium's further development would occur in this country. Entertainment in England, he said, has not kept pace with technical excellence, both because of the noncompetitive governmental control and because in England television has been kept separate from sound broadcasting. Only 2,000 television receivers had gone into English homes up to this fall, he stated, branding larger reports as wishful thinking, although he said there is hope of selling another 3,000 sets by the first of the year.

If plans for establishing an American company are successful, he said that sets receiving both sound and sight could be sold for about $200, and prophesied the price would be lowered rapidly as mass methods of manufacturing developed new techniques. Scophony would also like to set up its own television transmitter here and possibly an American research laboratory, but for the present its goal is to build and sell receivers to the American public, he said.

## WTMJ Seeks Television

THE *Milwaukee Journal*, operator of WTMJ, on Nov. 6 announced itself as the first to apply to the FCC for an experimental television license since disclosure last month that RCA would make its television apparatus available to all duly qualified broadcasters and would authorize its patent licensees to manufacture receiving equipment under its patents [BROADCASTING, Oct. 15, Nov. 1]. Plans of the *Journal* call for two 1,000-watt ultrashortwave transmitters, one for sight and one sound. WTMJ until recently held both television and facsimile licenses but these were dropped.

# WHO offers $91,254,000 EXTRA FOOD SALES from "IOWA PLUS"!

Iowa people buy $136,880,000 worth of food per year—and Station WHO covers that big food market like a tent.

But WHO also offers you EXTRA food-buyers (from OUTSIDE of Iowa) who account for an ADDITIONAL food-market of $91,254,000—a BONUS of millions more than the total food sales in a city the size of Cleveland, Ohio!

That's *carloads* of mayonnaise—carloads of cheese, and coffee, and cereal. EXTRA carloads, from merely the PLUS of "Iowa Plus". No other station in Iowa can offer you such a market. Much less, such a BONUS. May we prove it for you?

BREAD
BREAD

# WHO

**FOR "IOWA PLUS!"**

**DES MOINES . . . 50,000 WATTS**

**J. O. MALAND, MANAGER**

**FREE & PETERS, INC., Representatives**

# Regionals Attack Power Plea Delay

### Walter Damm Backs Move to Get Action From FCC

SPEEDING up of FCC action on some 50 applications of regional stations for 5,000 watts power full time, is the purpose of a new movement organized by Walter J. Damm, managing director of WTMJ, Milwaukee, and a member of the NAB executive committee.

In a memorandum to stations having such applications pending, Mr. Damm asserted that "an intolerable situation exists for those who have waited for hearings for Commission action on this type of application." Under the proposed new rules now awaiting FCC action written in conformity with the Havana Treaty of last year, regional stations under certain conditions and on individual applications could be increased to 5,000 watts day and night. Existing regulations prescribe a maximum power of 1,000 watts night and 5,000 watts day on the regional waves.

#### Gathering Dust for Years

Mr. Damm brought out that the Commission has accepted for filing applications for 5,000 watts at night, some of which are nearly four years old. Many have been on file for more than two years. He added that up to this time no change had been made in the old rule which limited night time power to 1,000 watts and that none of the pending applications for higher power have been heard or set for hearing on a definite date.

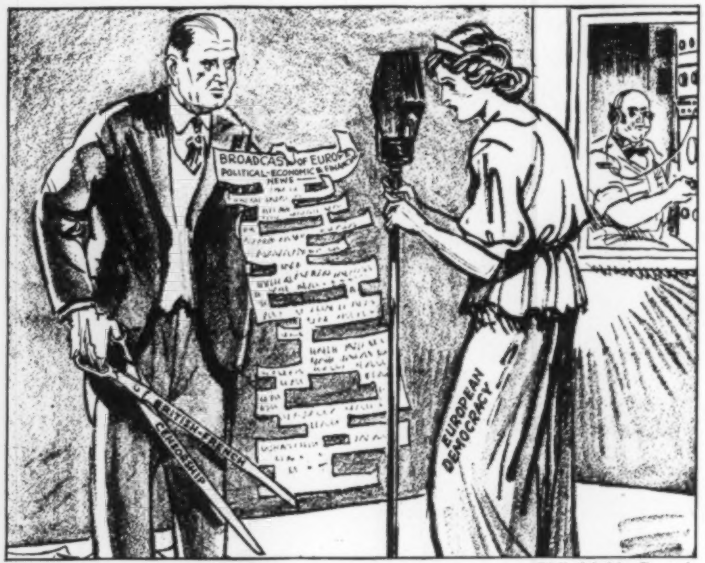
Mr. Damm proposed that stations seeking 5,000 watts power, where that appears technically feasible, should select a representative committee to call upon the Commission and present a request that all further action on applications affecting the regional frequencies be suspended pending a determination of the policy of the Commission on the maximum limit of night time power for such stations.

The memorandum also specifically suggested that the representation to the Commission should be made by a committee of the licensees and not by attorneys. Few, if any, of the counsel representing regional stations, it added, are in a position to present the proposal without embarrassment, because most Washington radio counsel have one or more clients who would be adversely affected.

It is held that maximum public service will be achieved on regional frequencies by permitting the greatest possible number of stations to operate with 5,000 watts night power and with nondirectional antennas.

Mr. Damm stated that National Association of Regional Broadcast Stations, Independent Radio Network Affiliates and the NAB could not undertake this task since the membership of each is composed of stations "from both sides of the fence," those who want to protect frequencies from encroachment and fence," those who want to protect frequencies.

Mr. Damm brought out that there were 51 stations as of Sept. 18 which had applications pending for 5,000 watts night-time power. He estimated that possibly $100 per station would cover all expenses.


BROADCAST OF EUROPE
POLITICAL-ECONOMIC & FINANCIAL NEWS
BRITISH-FRENCH CENSORSHIP
EUROPEAN DEMOCRACY

Philadelphia Record

*Another Dismemberment Program*

# *FCC's Power to Consider Sales Prices May Be Tested Following WTIC Denial*

WHAT may prove to be a legal test of the power of the FCC to consider the price factor in station transfer developed Nov. 3 with the denial by a split vote of the application to transfer WTIC, Hartford, from one subsidiary of the Travelers Insurance Co. to another.

Chairman McNinch and Commissioners Sykes, Walker and Payne voted to deny the transfer while Commissioner Craven issued a strong and long dissenting opinion. Commissioner Brown dissented without a written opinion. Commissioner Case did not participate.

The issue was that of assigning the license of WTIC, 50,000-watt outlet, and of five shortwave stations, from the Travelers Broadcasting Service Corp. to the Travelers Broadcasting Co., a new subsidiary. The new company would absorb a note of $1,500,000 as part of the transaction which it proposed to pay back to the parent company out of profits. The FCC majority, in a nine-page opinion, construed this as being a price out of proportion to the station's worth, holding that no benefits would flow to the proposed assignee in exchange for the assumption of the note and that it would not be in the public interest.

#### The Utility Angle

Commissioner Craven dissented in another nine-page opinion in which he attacked the majority decision as one applying public utility doctrines to radio regulation and also instituting the "bare bones" policy on station sales, which would mean the actual value in tangible equipment.

While the matter of transfer policy has been before the Commission for several years, up to this time it has never denied a station sale on the specific ground that the price was exorbitant. Moreover, it was generally felt the WTIC case was not one in which this issue is clearly represented, there being no plan to dispose of the station to entirely new interests but simply to set up a more efficient and business-like set of books by the same owners through creation of a new subsidiary.

The majority supported the recommendation of Examiner P. W. Seward, made last March, in which he had raised the public utility issue.

It is expected that WTIC, through Counsel Louis G. Caldwell, will petition the FCC for reconsideration. Should that be denied, it is not unlikely that an appeal will be taken in the hope of adjudicating the question finally. Many contentions have been made that the FCC has no jurisdiction whatever over the price involved in station sales and that it should look only to the qualifications of the proposed new licensee in the light of public interest.

Several years ago the U. S. Court of Appeals for the District of Columbia, in a case involving WMEX, Boston, decided in effect that the court had no jurisdiction over transfer cases per se. J. Lawrence Groner, then an associate justice, strongly dissented. Since that time Justice Groner has been named Chief Justice and there has been a complete turn-over of other members. Thus, it is felt the newly-constituted court might construe the matter in a different light, particularly in view of the long succession of decisions against the FCC during the last year or so.

Reviewing the case, the majority brought out that WTIC had sustained the losses of nearly $2,000,000 during its pioneering years, though it made money in 1937 and 1938. The note for $1,500,000, which would be absorbed by the new licensee corporation, was negotiated a few days before the hearing on the transfer, it was stated.

The majority branded as "a fiction" the contention that the $1,500,000 note was an asset based on development expenses. It stated further that an examination of the record disclosed that "all of the alleged benefits claimed are illusory."

Discussing the law and the ap-

(*Continued on Page 46*)

# CBS Files Appeal On KSFO Ruling

### Jurisdiction Issue Is Seen In San Francisco Case

THE FIRST case to be taken to the courts involving legality of a station lease will be the appeal of CBS from the decision last month of the FCC denying it authority to lease KSFO, San Francisco.

The FCC in its decision Oct. 20 had denied approval of the lease on the ground that it carried a clause for return of the license to the lessor at the end of the lease period and therefore was contrary to law. Because this question never before had been raised in an appeal, it is understood the FCC welcomes clarification of the issue.

#### First CBS Appeal

Aside from being the initial appeal on this subject, it will mark the first time CBS has gone into litigation on an FCC decision. Question arises as to whether a decision of this character is appealable, since the appellate section of the Communications Act of 1934 does not specifically mention the court's jurisdiction over assignments of licenses. Therefore, there will be a question as to whether the court will take jurisdiction though it is argued that the decision is appealable, since in the final analysis it actually involves issuance of license.

Two issues of law are raised in the appeal. One involves legality of the so-called reversionary clause in the lease on which the Commission relied in denying the application. The other is the contention that the Commission failed to make a finding of the facts in the case as set forth in the hearing record.

Since several other cases involving leases are pending before the Commission, if the court in the final analysis resumes jurisdiction it is presumed the Commission would hold up action pending the court's ruling.

The lease transaction was to involve $25,000 per year, to be paid to Wesley I. Dumm, owner of KSFO, plus one-seventh of the annual gross income above $175,000. The lease was to be for a five-year period, with options for two five-year extensions.

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## Welles for Campbell

CAMPBELL SOUP Co., Camden, N. J., will assume sponsorship of the *Mercury Theatre of the Air* programs starring Orson Welles, moving them from their present Sunday evening spot as a sustainer on CBS to the Friday evening period also on CBS now occupied by the sponsor's *Hollywood Hotel*, which ends a run of slightly more than four years. Announcement that the soup company would sponsor the Mercury Theatre broadcasts was made by Orson Welles at the conclusion of his broadcast on Nov. 6, the week following the program's highly publicized dramatization of H. G. Wells' *War of the Worlds*. New series will be broadcast on the same network now carrying *Hollywood Hotel* and will advertise the various canned foods produced by Campbell. Agency is Ward Wheelock Co., Philadelphia.

# CREATING SALES

## IN THE BILLION DOLLAR 3rd MAJOR MARKET

—Participation Pays

ROBERT LEE JOHNSON
ANN WARNER
ART BAKER
AGNES WHITE

KFI OFFERS FOUR
"Sun-up to Sun-down"
Participating Programs

**"ANN WARNER'S CHATS WITH HER NEIGHBORS"**
*Quarter-hour . . . five times weekly*

**"ART BAKER'S NOTEBOOK"**
*Half-hour . . . Monday thru Friday*

**"AGNES WHITE'S CALIFORNIA KITCHEN"**
*Quarter-hour . . . Monday and Friday*

**"ROBERT LEE JOHNSON'S BRIDGE CLUB"**
*Half-hour daily . . . Monday thru Friday*

*The State of KFI is Composed of The Nine Southern California Counties*

KFI Participating Programs
are powered to do
a Selling Job for You

The Best Buy is—

**THE STATE OF KFI**
**NBC RED NETWORK**
**50,000 WATTS - 640 KC**

Earle C. Anthony, Inc.

**KFI • LOS ANGELES • KECA**

**EDWARD PETRY & CO.** *National Sales Representative*

# Good News Series Again Is Renewed

### Rumors of Early End Quieted; Film Stars Prosper by Air

SPIKING persistent reports that M-G-M and General Foods Corp. would terminate radio relationship after Jan. 1, Benton & Bowles, agency handling the latter's Maxwell House Coffee account, on Nov. 4 announced that *Good News of 1939* has been renewed effective Jan. 5 for 13 weeks, with options. Weekly hour program is heard on 76 NBC-Red network stations, Thursdays, 9-10 p. m. (EST).

Reports have been current in Hollywood for some time that although General Foods was anxious to continue the film-studio produced program, M-G-M was opposed to further radio exploitation of screen talent and pictures. While M-G-M is paid $20,000 weekly for talent, it is claimed the figure is below actual cost to the film studio. This was also said to be one of the reasons M-G-M officials opposed continuing the arrangement.

#### Just a Year Old

*Good News* was begun Nov. 4, 1937, with a stormy career during its first several months of broadcasting. Bill Bacher, now producer of the CBS *Texaco Star Theatre*, sponsored by Texas Co., was brought in to produce the series when it first started. Internal difficulties arose and he resigned. Ed Gardner, his assistant, took over production under supervision of Louis K. Sidney, general manager of WHN, New York, and radio director of M-G-M. With Gardner resigning recently, Donald Cope of the Benton & Bowles Hollywood production staff now produces the series, under Sidney's supervision. With start of the series last year, exhibitors throughout the country at first opposed the weekly program. With its increasing popularity, they have since come to realize that the program is an asset to box office attendance.

Many Hollywood film executives who early this year threatened to "bear down" on radio and withhold name talent from network programs, have made an "about face". Talent, knowing the value of radio exploitation and also interested in "easy money", offered strong objections. As a result today radio schedules show a far greater employment of picture talent than at any time in the history of broadcasting. It is conservatively estimated the current radio season will more than double film talent expenditures over last year, for participation in network shows. More than 600 film persons are "on the books" to receive an estimated $5,000,000 this season from radio.

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### Creamery to Add

BEATRICE CREAMERY Co., Chicago, has started half-hour transcriptions titled *Lightin' Jim* once a week on WCAE and KLZ and twice a week on WGN. Series is tied in with local distributors and will be expanded to 18 stations in the near future, according to James Whipple, radio director of Lord & Thomas, Chicago agency handling the account.

### WBLY in New Hands

WBLY, Lima, O., began operation under ownership and management of the Fort Industry Co. Nov. 1, pursuant to FCC approval of the station's sale, according to an announcement by J. Harold Ryan, vice-president and general manager of the Fort Industry Co. The Fort Industry Co. operates also WSPD, Toledo; WWVA, Wheeling, and WMMN, Fairmont. George B. Storer, Detroit industrialist, is the principal owner. Clifford (Don) Ioset, former advertising executive and more recently news commentator for WSPD, has been named managing director of WBLY. S. L. Gladfelter is chief engineer, James H. Hoskins chief announcer, and Nell Payne program director.

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## FCC Approves Transfer Of WCLS, Joliet, Ill.

SALE of WCLS, Joliet, Ill., fulltime 100-watter on 1310 kc., was approved by the FCC in a decision made public Nov. 3, to become effective Nov. 7. In authorizing the transfer of ownership the Commission reversed the recommendation of Chief Examiner Davis G. Arnold, who had held that the $30,000 purchase price "greatly exceeds the value of the assets to be transferred." An inventory of the station equipment had revealed an original cost of $11,602, a depreciated value of $8,969 and an estimated replacement value of $12,606.

R. W. Hoffman, owner, under the deal sells 51% of the stock in WCLS Inc. to L. W. Wood, present manager of the station, and 49% to Walter Asche, owner of a radio supply house in St. Louis. They plan to move the station site and construct a new transmitter and vertical radiator.

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THE new WTMA, Charleston, S. C., 100-250 watts on 1210 kc., will go on the air on or about Jan. 1, 1939, according to Y. W. Scarborough, president of the Atlantic Coast Life Insurance Co., who will manage the station with Edward C. Powers as commercial manager. Western Electric equipment has been ordered.

### 18th ANNIVERSARY Celebrated by KDKA With Week of Events

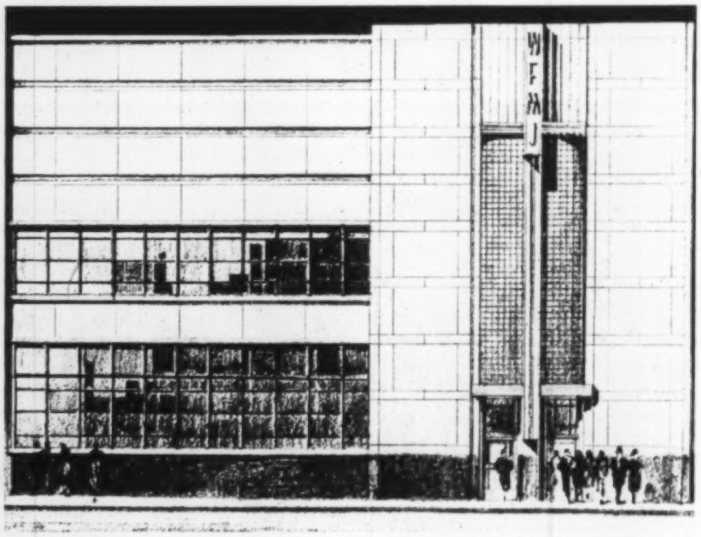
OBSERVING its 18th anniversary with a seven-day celebration Nov. 2-8, KDKA, Pittsburgh, claimed its place as "first broadcasting station" by entertaining visitors at an exhibition tracing radio progress and carrying a series of special programs, according to Manager S. D. Gregory.

The "museum" exhibits included the earliest and latest developments in radio broadcasting, among them a device transmitting music on a beam of light; a complete facsimile system; an oscilloscope; an original crystal set from the collection of William Irlam alongside the latest push-button receiving set; a WE long-wave tuner and amplifier made for Great Britain in 1920; one of the first vacuum tube sets; an old Radiola III, termed the first two-tube receiving set, and television apparatus.

With studio personalities taking part, KDKA carried a special two-hour broadcast from 7 to 9 p. m. daily during the seven-day period. In honor of the pioneering work of Dr. Frank Conrad, assistant chief engineer of the Westinghouse Co., whose experimental transmitting station was first assigned the call letters 8XK in 1915, and whose activities led to the broadcast of the Harding-Cox election returns on KDKA on Nov. 2, 1920, KDKA presented an hour *Cavalcade of News* on Nov. 6, reenacting the highlights of the evolution of radio, and on Nov. 8 carried 1938 election returns.

### Regal Enlarging List

REGAL SHOE Co., New York, on Nov. 12 added WSGN, Birmingham, as a test station to carry Dave Driscoll's sports resume and football predictions program now heard on WOR, Newark, Saturday, 4:15-4:30 p. m. More stations may be added later this month. Frank Presbrey Co., New York, handles the account.



HOME of the new WFMJ, Youngstown, O., will be this new building. The third floor will be occupied by studios and offices of WFMJ and will have no windows on the front. Three studios are provided, including an auditorium. The building is to be ready April 1, 1939, according to William F. Maag Jr., licensee and general manager of the *Youngstown Vindicator*. Ohio Bell Telephone Co. will occupy part of the building.

# Bank's Association Cuts Local Discs

AMERICAN BANKERS Assn., New York, is cutting a series of 13 quarter-hour transcriptions at NBC, which will be offered to clearing house groups and individual banks for sponsorship during the coming winter. Program, titled *Song & Story*, is largely musical, but each disc contains a brief humorous skit concerning the "White" family, portraying in dramatic form the services banks offer to the average family. Selena Royle, Eric Dressler, Carleton Young, Gene Leonard and Mitzi Gould are featured in the playlets; music is furnished by Nat Shilkret and a 15-piece orchestra. Extensive merchandising material, posters, folders, envelope inserts and newspaper publicity will be supplied to each sponsor by the association.

Series is being produced by NBC under supervision of Merle Selecman, director of advertising of the association, which last winter made its first venture into radio with a dramatic program, *Money Matters*, a series of 13 transcriptions which was sponsored by banks and banking groups on more than 50 stations in 26 states. At the ABA it was stated that experience gained in producing and merchandising the first series is being used to make the present program a more successful means of bank advertising, and it is expected that it will be continued after the original 13 weeks.

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### Maytag Lists 93

MAYTAG Co., Newton, Ia. (electric washing machines), recently started six weekly chain break announcements on the following stations: WAPI KTAR KTHS KFI KGB KPO KLZ KGHF WTIC WJSV WJAX WIOD WFLA WSB KTFI WBBM WGN WFBM WIRE WBOW WOWO WMT WOC WHO KSCJ WIBW KFH WHAS WWL KWKH WCSH WBAL WMAC WEEI WBCM WJR WWJ WOOD WJMS WBEO WEBC WCCO WDAF KMOX KWTO KGHL KFBB KGVO KOBH KSOO WNAX WDOD WCAE WJAR WFBC WKBR WKY KVOO KOIN WCAU WHK WBNS WHIO WSPD KFYR WDAY WCKY WGAR KFAB WJAG WOW WOR KSL WFAA KPRC WOAI WNOX WMC WSM KGNC WBT WFBL WSYR KOB WRVA KOMO WHAM WKBW WBEN KHQ WCHS WTAQ WTMJ. McCann-Erickson, Chicago, has the account.

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### Dent-A-Firm Tests

DENT-A-FIRM Co., Chicago (denture powder), has started a test campaign of 10 spot announcements weekly on WMBD, Peoria, and WOOD, Grand Rapids. The campaign will be extended following a successful test, according to M. H. Petersen, radio director of H. W. Kastor & Sons Adv. Co., Chicago agency in charge.

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KBND, new 100-250 watt local on 1310 kc. authorized at Bend, Ore., will go on the air about Dec. 15, using RCA equipment and a 175-foot Lehigh radiator, according to Frank H. Loggan, who will be manager. Frank Hemingway has been named commercial manager and Stanton Bennett, chief engineer.

# Don't Pass Up These

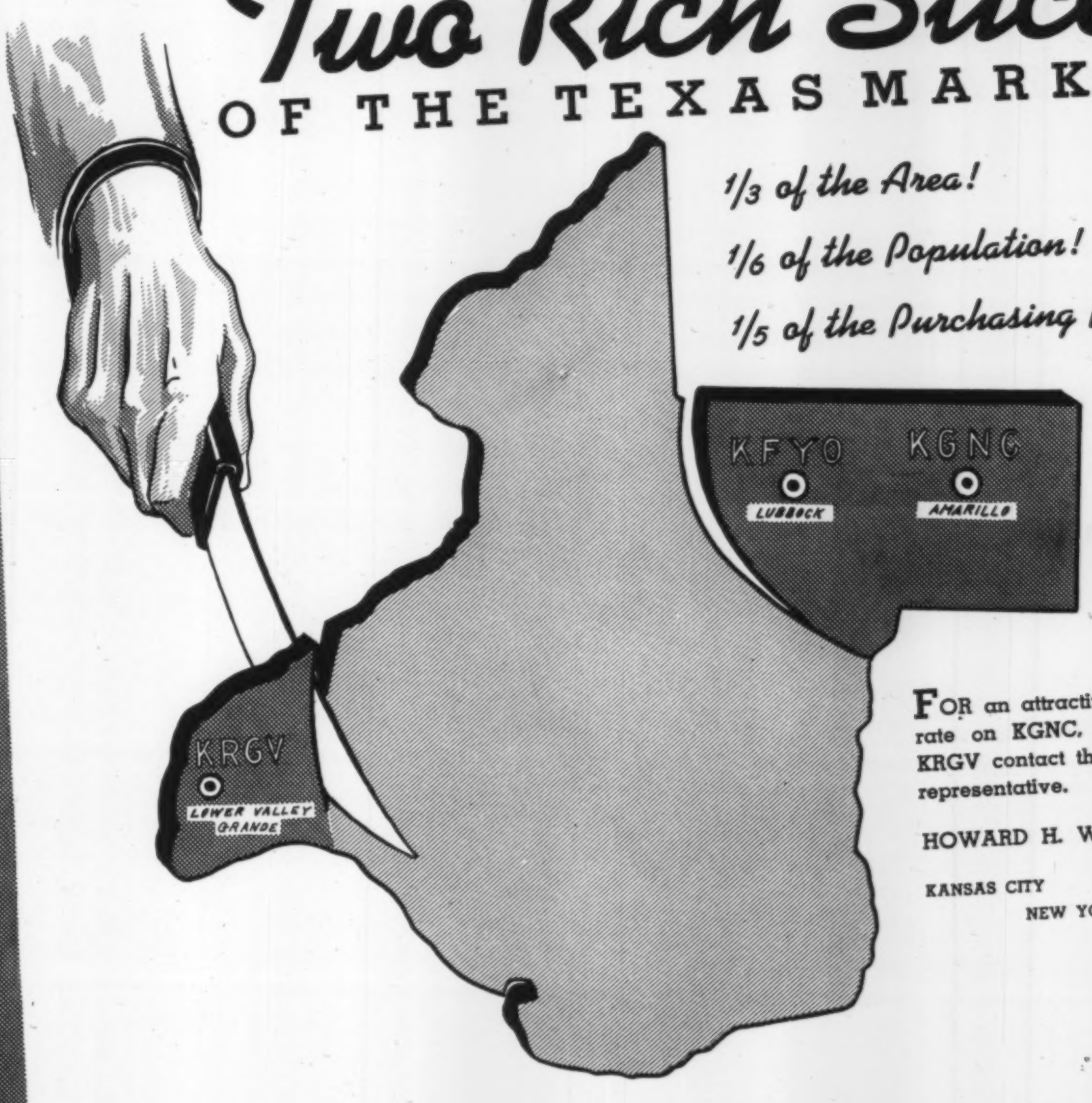
# *Two Rich Slices*

# OF THE TEXAS MARKET

*1/3 of the Area!*

*1/6 of the Population!*

*1/5 of the Purchasing Power!*



FOR an attractive package rate on KGNC, KFYO and KRGV contact their national representative.

HOWARD H. WILSON CO.

KANSAS CITY
CHICAGO
NEW YORK

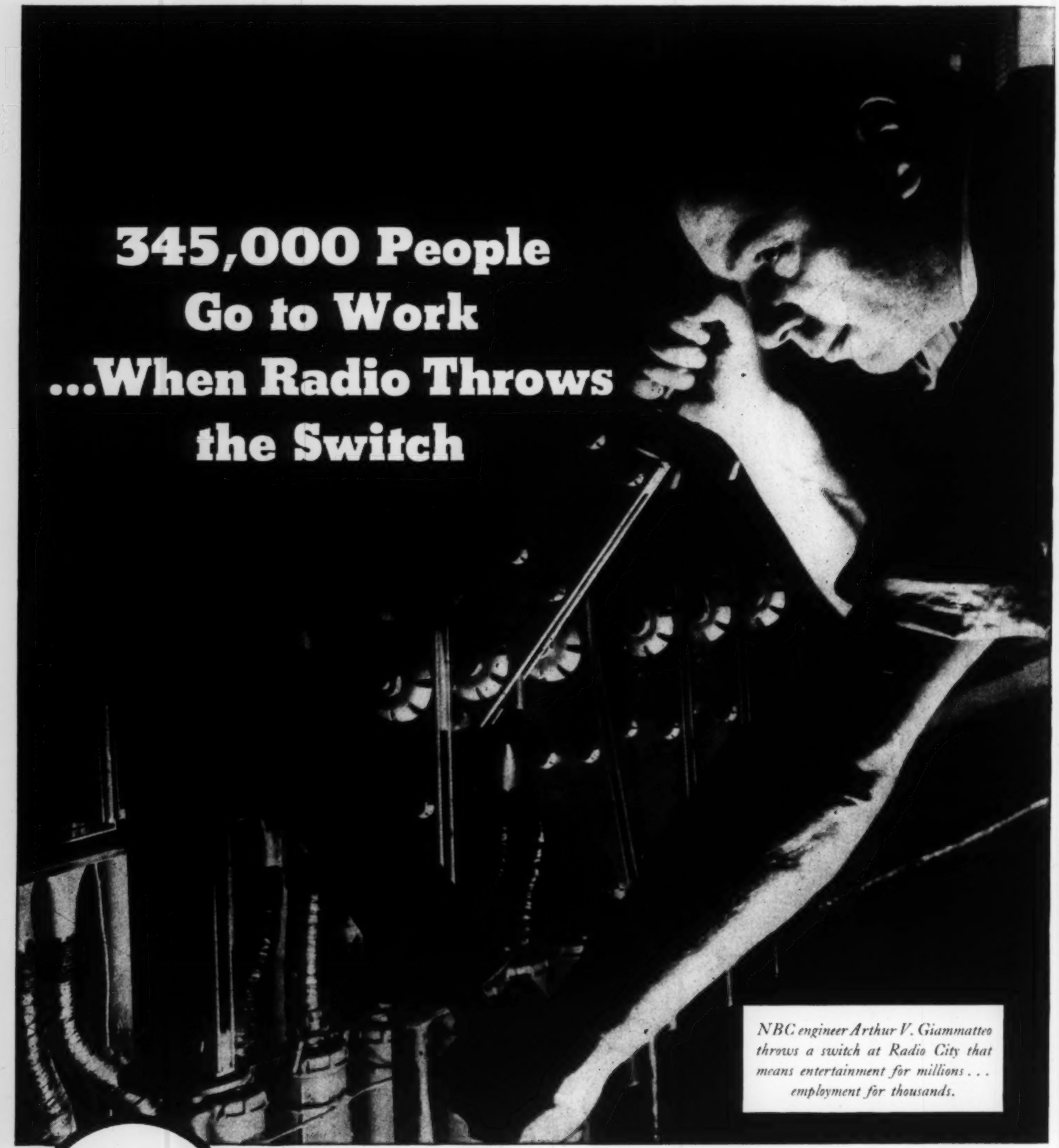
WITHOUT KGNC, KFYO and KRGV you can't cover Texas, regardless of how many other stations you use! Here's why. In the first place, the two geographically isolated markets dominated by these three stations constitute almost one-third of the area of the state, one-sixth of the population and one-fifth of the purchasing power.

Secondly, Panhandle-Plains folks are loyal to KGNC and KFYO . . . the Lower Valley Grande to KRGV. They're proud of these home stations. They like their programs, both NBC and local. They appreciate the civic service and cooperation rendered. That's why you just can't cover Texas without KGNC, KFYO and KRGV.

**KGNC**
AMARILLO

**KFYO**
LUBBOCK

**KRGV**
LOWER VALLEY GRANDE


345,000 People
Go to Work
...When Radio Throws
the Switch

*NBC engineer Arthur V. Giammatteo throws a switch at Radio City that means entertainment for millions . . . employment for thousands.*

RCA

**RADIO CORPORATION**

RCA MANUFACTURING CO., INC.
NATIONAL BROADCASTING COMPANY

TO MOST AMERICANS today radio is entertainment, news, and education . . . the greatest show on earth. But to 345,000 workers and their families . . . a total of some 1,380,000 men, women, and children . . . radio is even more than a show, it is a living. Where only a few years ago radio jobs were non-existent, now 700 odd radio stations, and 500 and more factories create tens of thousands of jobs.

A case in point is the family of RCA. The factories of RCA Victor, one member of the family, employ on the average some 12,000 persons. The National Broadcasting Company requires the services of thousands for its two great radio networks. Other family members of the Radio Corporation of America, R.C.A. Communications, Inc., Radiomarine Corporation of America, and RCA Institutes, Inc., provide jobs in other fields of radio. All in all, RCA and its services account directly for some 19,000 positions.

### Radio—a Springboard for Prosperity in Other Industries!

Great as is the number of workers engaged directly in radio, an even greater group makes a livelihood indirectly from radio. Uncounted thousands earn their wages making the materials which a hungry, growing radio industry consumes in fabulous quantities. There are tens of thousands of jobs for wiremen, repairmen, carpenters, and scores of others who make their living keeping the nation's radio system in order. And uncounted other thousands prosper because radio advertising makes their industries prosper. Truly you who work in broadcasting today may well be proud of your industry not only as the greatest modern source of entertainment—but as an outstanding provider of jobs as well.

***Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network***

*The RCA Victor Family has many long-time members. Above is Group Supervisor **Bessie Purnell**, who has been with Victor for 32 of its 40 years.*

*8,000 radio operators on ships and ashore handle hundreds of thousands of radio messages that help business and guard lives and property. Leaders in these activities are R. C. A. Communications, Inc., and Radiomarine Corporation of America, members of the family of RCA.*

# OF AMERICA RADIO CITY, N. Y.

**RADIOMARINE CORPORATION OF AMERICA**
**R.C.A. COMMUNICATIONS, INC. • RCA INSTITUTES, INC.**

# Divided Reaction to Mars Broadcast

## Press and Public Take Different Slants At Uproar

(*Continued from page 15*)

where lines were loaded beyond capacity. Telegraph companies reported some increase in traffic into New Jersey.

In New York, NBC had some 600 calls during the evening, most of them before 9:30. At that time Walter Winchell issued a reassuring message on his NBC program. Mutual had some 300 calls by 8:30. Gabriel Heatter gave a quieting message on his 9 p. m. WOR program, as did Frank Singiser on his 11 p. m. news period. WMCA had about 100 calls and inserted a denial bulletin into the *Five Star Final* at 9:15. The *New York Times* had nearly a thousand calls.

At the FCC, it was understood that letters from listeners were divided 50-50 in praising and criticising the broadcast.

C. E. Hooper Inc., New York, aircheck firm, announced that only 2% of the homes it called in a nationwide routine check of 5,000 homes were listening to the *Mercury* program. The question asked was "to what program are you listening?" All listeners tuned to the drama answered "play", "Orson Welles program" or something similar and no one said "news broadcast" or "war news".

W. B. Lewis, CBS vice-president in charge of programs, issued this statement:

"The Columbia Broadcasting System regrets that some listeners to the Orson Welles' *Mercury Theater on the Air* program last night mistook fantasy for fact. Announcements were made before, after and twice during the hour that we were presenting a dramatized version of the H. G. Wells fictional novel of the invasion of this world by the planet Mars. Further announcements that the whole incident was fiction were put on the network when telephone calls showed some listeners had failed to realize that they were hearing a play. In order that this may not happen again, the program department hereafter will not use the technique of a simulated news broadcast within a dramatization when the circumstances of the broadcast could cause immediate alarm to numbers of listeners."

### Mr. Welles' Statements

Orson Welles voiced his regret and said he was "even more the bewildered over this misunderstanding in the light of an analysis of the broadcast itself."

"It seems to me that there are four factors which should have in any event maintained the illusion of fiction in the broadcast," he said. "The first was that the broadcast was performed as if occurring in the future and as if it were then related by a survivor of a past occurrence. The date of the fanciful invasion of this planet by Martians was clearly given as 1939 and was so announced at the outset of the broadcast. The second element was the fact that the broadcast took place at our regular *Mercury Theatre* period and had been so announced in all the papers.

"The third element was the fact that at the very outset of the broadcast and twice during its enactment, listeners were told that this was a play, that it was an adaption of an old novel by H. G. Wells. Furthermore, at the conclusion a detailed statement to this effect was made. The fourth factor seems to me to have been the most pertinent of all. That is the familiarity of the fable, within the American idiom, of Mars and Martians. The same make-believe is familiar to newspaper readers through a comic strip that uses the same device."

Chairman McNinch, of the FCC said Oct. 31: "I withhold final judgment until later, but any broadcast that creates such general panic and fear as this one is reported to have done is, to say the least, regrettable. The widespread public reaction to this broadcast, as indicated by the press, is another demonstration of the power and force of radio and points out again the serious public responsibility of those who are licensed to operate stations."

Commissioner T. A. M. Craven agreed with Chairman McNinch but felt "that in any action which may be taken by the Commission, utmost caution should be utilized to avoid the danger of the Commission censoring what shall or what shall not be said over the radio. Furthermore, it is my opinion that the Commission should proceed carefully in order that it will not discourage the presentation by radio of the dramatic arts. It is essential that we encourage radio to make use of the dramatic arts and the artists of this country. The public does not want a 'spineless' radio. It is also my opinion that, in any case, isolated instances of poor program service do not of necessity justify the revocation of a station's license, particularly when such station has an otherwise excellent record of good public service. I do not include in this category, however, criminal action by broadcasting station licensees."

Neville Miller, president of the NAB, said: "I know that CBS and those of us in radio have only the most profound regret that the composure of many of our fellow-citizens was disturbed last night by the vivid Orson Welles broadcast. CBS has taken immediate steps to insure that such program technique will not be used again. This instance emphasizes the responsibility we assume in the use of radio and renews our determination to fulfill to the highest degree our obligation to the public."

### Revived for Scribes

MEMBERS of the National Press Club in Washington, at a special election night get-together Nov. 8, heard a transcription of the Wells-Welles *War of the Worlds* broadcast, through the courtesy of CBS.

### McNinch Confers

The FCC on Nov. 7 issued a statement, the text of which follows:

An informal conference was held today between Chairman Frank R. McNinch of the FCC and Lenox R. Lohr, President of the National Broadcasting Company, William S. Paley, President of the Columbia Broadcasting System, and Alfred J. McCosker, Chairman of the Board of the Mutual Broadcasting System.

Chairman McNinch emphasized that the discussion was necessarily an informal one; first, because the invitations to the meeting were issued by himself and not by the Commission, and, second, because neither he nor the Commission as a whole is attempting to exert any censorship of program content, that being definitely denied the Commission under the law.

In the invitation to the heads of the three networks, Mr. McNinch said that he wanted the informal discussion to center around "the use of the terms 'flash' and 'bulletin' in news broadcasts, dramatic programs and in advertising messages." Chairman McNinch felt that there might be developing an indiscriminate use of these words which could result in misleading or confusion to the public.

The three network heads were in agreement that the word "flash" is now rarely used by any network and Lenox R. Lohr, president of NBC, and William S. Paley, president of CBS, agreed that it should be restricted to items of unusual importance or interest.

Alfred J. McCosker, chairman of the board of MBS, also agreed, for WOR, that "flash" should be restricted to items of unusual importance or interest and that he would submit this matter along with other matters covered by this news release to the members of MBS for their consideration. This, he explained, was necessary because of the autonomous character of the Mutual network, and he had no authority to speak for the members of that network.

The three network heads saw no reason to alter the present practice in broadcasting news labelled as "bulletins".

The network heads agreed that the words "flash" and "bulletin" should be used with great discretion in the dramatization of fictional events, with a view never to using them where they might cause general alarm. It was believed that this could be accomplished without greatly weakening the value of the dramatic technique as such.

Chairman McNinch at the conclusion of the meeting expressed himself to the conferees as well pleased with what the records showed about actual network practices and the assurances to guard against any abuses. He said that he would hold similar informal discussions with other elements of the industry.

"I greatly appreciate," said Chairman McNinch, "the spirit of cooperation shown by the heads of the three networks, and they requested that I express for them their appreciation of the informality and helpfulness of the conference."

NO ONE can say that Jack FitzGerald failed to do his bit during Fire Prevention Week. For WSPD, Toledo, he augmented his announcing role by turning dare devil and leaping from a window sill (right) into a life net far below. Later he was lowered six stories in an emergency stretcher, with a mike.

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## RESTORED TO THEIR FAMILIES

### Missing Persons Program, Second Oldest on WWJ, Renewed Again as Interest Continues

FOREST CLEANERS & DYERS, Detroit, has renewed its contract for *The Bureau of Missing Persons*, six-weekly five-minute program, on WWJ, Detroit, through its agency, Simons-Michelson Co. The feature is now the second oldest locally sponsored program on WWJ.

Originated and produced by William Mishler, *Bureau of Missing Persons* was first sponsored by Forest Cleaners early in the fall of 1936. Since then it has been carried without interruption six days a week, for a total of 624 broadcasts. During that time over 5,000 cases have been handled by the *Bureau;* 540 missing persons have been found and restored to their friends and relatives, and the program has proved to advertisers and agency men that a five-minute feature can build up a steady listening audience.

The program received nationwide attention in the fall of 1937 with the famous Windsor (Ont.) strepviridins case. The mother of a youth suffering from this rare and usually fatal disease was informed by her doctor that the only possible hope was to find a blood donor who had had the disease and recovered from it. The appeal was made, and within 24 hours 3,000 replies were received by cable, wire, telephone and letter. The case made local newspaper headlines for six days and was carried all over the world by press associations.

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HENRY C. BONFIG, commercial vice-president of RCA Mfg. Co., on Nov. 1 was elected along with Gano Dunn to vacancies on the board of RCA Mfg. Co. caused by the recent deaths of James R. Sheffield and J. C. Warner. Mr. Dunn, president of the J. G. White Engineering Co., is also on the board of RCA parent company.

# Spies at work!

We sent spies all over.

They are pretty acute people.

We told them: "Go make a list of the papers, big preferably, in which WOR programs are listed *daily.*"

"Maybe you think," they demurred, "that we're going to find hundreds? Or even a *lot?*" "Maybe so," we said. "And maybe not. Our minds are open, and we hate statistics. Let's find out."

After a while the snoopers came home. They had found—actually seen, read, clipped—122 papers which list WOR programs DAILY. They had added, incidentally, 14 papers to our last year's list of 108!

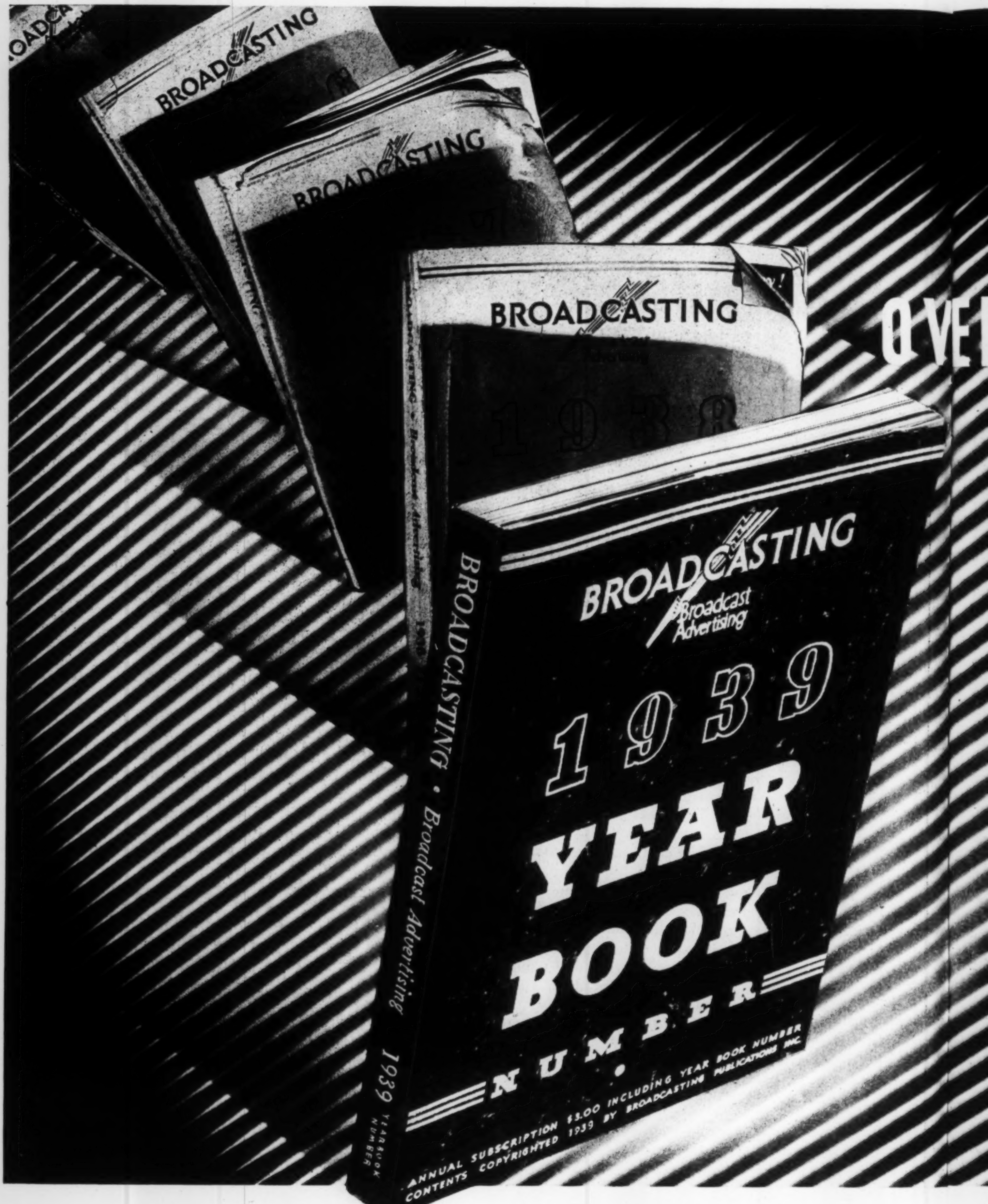
We rang for our Statistical Department. We gave him the list of 122.

He found that of the 122 papers carrying, 42 were in 28 towns and cities completely outside the area we guarantee to smother with sound.

So we reasoned: ever since we've been old enough to wear a Boost-Our-Station button we've known editors. Editors guard white space closer than a Benedict guards a bald-spot. Obviously these millions of readers within the area we guarantee must feel that we keep the excitement pretty near the top of the tube *always* if their pet newspapers agree to list our programs daily. Obviously we must trot in with quite a wallop in places outside our area; i. e., Halifax, Ottawa, Portland, Rutland, Erie, Williamsport, Winston-Salem, et al when the papers in those cities, too, list us daily.

That's just logic. It's also good reason why the majority of America's top time-buyers keep on putting their money on this extra-for-less.

WOR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1939 YEARBOOK NUMBER

# VERSHADOWING ALL OTHERS

THE indispensable, year-round, at-elbows-reach, desk encyclopedia of broadcast advertising executives is the BROADCASTING YEARBOOK Number. Everybody knows it . . . and everybody uses it.

The 1939 BROADCASTING YEARBOOK Number, fifth in a distinguished series, now is in production. It answers the directory questions of the industry more accurately, more completely, more compactly, more simply than any other existing source. It contains valuable new departments, including several especially designed for advertising agencies and radio advertisers.

Your advertising message in the 1939 BROADCASTING YEARBOOK Number gives you year-round promotion at regular-issue rates. It will be seen day after day by radio advertisers, account executives, time buyers, station and network executives, engineers, government purchasing agents and executives of all related broadcasting services.

Advertising forms close December 1. To facilitate makeup, may we have your reservation now?

## RESERVE SPACE TODAY

*in the BEST shot of the year!*

# AFRA Considers Sponsor Problems

## Joint Actors' Union Is Among Main Convention Topics

THE SUBJECT of commercial broadcasts from the point of view of the actor, singer and announcer to whom they represent a means of livelihood will be thoroughly discussed by the delegates to the first annual convention of the American Federation of Radio Artists which began its meeting Nov. 14 in the Park-Plaza Hotel, St. Louis.

Proposals for a closer amalgamation with other affiliates of the Associated Actors & Artistes of America, which might possibly lead to the formation of the much-discussed single actors' union, and for securing the benefits of group insurance for the union's free-lance members will also form an important part of the convention agenda.

### AAAA Negotiations

Opening day of the convention was open to all AFRA members, who heard Emily Holt, executive secretary, read her annual report. Following sessions were open only to delegates sent by AFRA locals in New York, Chicago, St. Louis, Denver, Los Angeles, San Francisco, Cincinnati, Detroit and Racine.

Four delegates were sent from New York: Robert Waldrop, Alexander McKee, Ted Di Corsia and John Pickard, who carried proxies for the other 24 delegates to which New York is entitled, delegates being assigned on the basis of total membership of each local.

In addition to Mrs. Holt, AFRA officers present include George Heller, treasurer and assistant executive secretary; Paul Turner, chief counsel; Henry Jaffe, assistant counsel, and Norman Field, second vice-president, who presided. Eddie Cantor, president of AFRA, was unable to attend because it was found impossible to originate his Monday night broadcast from St. Louis. Mrs. Florence Marston, eastern representative of the Screen Actors' Guild, and Allen Corelli, executive secretary of Theatre Authority, which controls the benefit performance field, were also present.

Discussion of commercial broadcasts was expected to include a review of the negotiations Mrs. Holt has been carrying on for nearly a year with John Benson, president of the American Association of Advertising Agencies, toward establishing minimum salaries and maximum hours for artists employed on commercial programs along the lines already set up for network sustaining broadcasts through contracts signed with AFRA by NBC and CBS. A caucus of delegates will be held so that each point of the proposed standards may represent the views of the entire AFRA membership before they are presented to the agency group for acceptance, which AFRA hopes will occur within the next month.

The question of bringing the members of AFRA, SAG, Equity and the American Guild of Musical Artists into closer alignment and possibly into a single union under the banner of the AAAA of which they are all members already, will also occupy much of the delegates' time. Advantages of more economical administration, of making affiliation less complicated for the many radio artists who also devote some of their time to stage or screen activities, and especially of strengthening the bargaining power of all organizations will be weighed against the corresponding loss of individual autonomy of each group. The problem of obtaining the benefits of group insurance, such as is now available to permanent employes of business and industrial companies, for artists who are employed now by this station and now by that sponsor, will also come up for consideration by the delegates.

## Cellowax Testing

CELLOWAX Co., Baltimore (self-polishing floor wax) has started a test radio campaign using WFBR, Baltimore, and WRC, Washington. The account is placed by Courtland D. Ferguson Inc., Baltimore office, with Arthur Booth account executive. Ferguson agency arranged an extensive radio campaign for the Baltimore Automobile Show, for which it directed advertising.

# Idaho's Potato Campaign Begins Early Next Year

THE Idaho Fruit & Vegetable Commission tentatively plans to launch a spot radio campaign advertising Idaho produce nationally shortly after the first of the year, according to Win Cline, head of Cline Advertising Service, handling the account.

Funds to advertise the State's fruits and vegetables are being raised by an advertising tax on shipment of produce. Revenue from this source has not been as large as had been anticipated and as a consequence original plans, including radio advertising, have been deferred somewhat. As the revenue increases, according to Mr. Cline, radio will be used in some 20 to 25 markets. Participation spots in established home economics programs are contemplated.

## KRLD Gets 50 Kw.

AN INCREASE in power from 10,000 to 50,000 watts for KRLD, Dallas, was authorized Nov. 1 by the FCC without hearing. The station, a CBS outlet, is operated by the *Dallas Times-Herald*. Recently it was authorized to move its transmitter to a point 1½ miles south of Garland, Texas, with its present power of 10,000 watts. The authority to increase its output to 50,000 watts is for the same location. The station operates on the 1040 kc. channel, and hopes to begin operation with its new power by Jan. 1, 1939. A Western Electric transmitter is being installed.

## Stein Bros. on 35

STEIN BROS., New York (clothing chain store), is running a campaign of spot announcements on the following stations: WSAN WGST WRDW WJBO WAPI WCAX WBT WIS WFAA WDNC KTSM KFJZ WBIG WFBC KXYZ WJDX WMBR KMBC WNOX KLRA WMPS WMC KMLB WSFA WWL WTAR WRVA WDBJ WHEC KTSA WGY KWKH WSPA WIBX WSJS. Account is handled direct.

A HAND-CARVED organ, with a real bee at the console, was presented by a listener to Beatrice Morin, "busy bee of the organ" at WOAI, San Antonio. Miss Morin (above) is holding the souvenir, shown in detail below.

# *COL. BARTON DROPS KTHS APPLICATION*

HEARING on the application of the Col. Tom Barton interests to purchase the 10,000-watt KTHS, Hot Springs, Ark., and move it into Little Rock, was interrupted by the litigant parties before FCC Examiner George Hill Nov. 3 when Col. Barton agreed not to press his application. He stated he was satisfied the people of Hot Springs were determined to keep the station there under its present Chamber of Commerce ownership, and he asked only that if it were ever placed up for sale he should be given an option to meet any other bid.

The KTHS hearing grew out of Col. Barton's purchase of KTHS for $75,000 last year, a purchase that was upheld in the state courts. The mayor and city council opposed the proposed sale and removal of the station, and carried their fight to the FCC on the application for transfer of ownership and removal. Col. Barton owns Radio Enterprises Inc., operating KARK, Little Rock, and KELD, El Dorado, Ark.

The effect of the Nov. 3 action is to retain KTHS in Hot Springs, and a dismissal of the FCC application will probably be asked next month. It is also expected that an application of local newspaper interests for a new 100-watter in Hot Springs will also be dropped.

## Ramsdell Starts

RAMSDELL Inc., New York (Sulphur Cream-Rita Sav), is now sponsoring the *Johnson Family* program on WOR, Newark, Monday thru Friday, 5:15-5:30 p. m. The program has been a sustaining show for the past 13 months and continues sustaining on the other MBS stations carrying it. William Irving Hamilton, New York, is agency.

# Gardner Nursery Boosts Advertising Budget for Extensive Radio Drive

GARDNER NURSERY Co., Osage, Ia., inaugurating its eighth fall and winter radio campaign, was releasing programs or transcribed announcements over 62 stations during the last week of October and planned to increase this number to approximately 150 stations by the middle of November.

Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, agency placing the business, stated that approximately $100,000 will be spent for the fall campaign. He stated that the 1939 spring campaign will start early in January. An appropriation has been tentatively set at $350,000 for the year, Mr. Kraft said.

"There has been a steady growth in the volume of radio time bought by this client," Mr. Kraft stated. "In spite of general retrenchment in advertising budgets, Gardner Nursery will spend approximately 20% more during 1938 than in 1937, which was the peak year up to that time.

"The fall and winter campaign will be larger than last year primarily because Mr. Gardner has developed a new type of indoor garden which is being introduced nationally through the radio. This garden applies the new hydroponic or nutrient solution idea. Flowers, vegetables and ornamental shrubs can be grown quickly indoors without soil, by merely supplying the necessary minerals in solution. The present campaign is designed to educate the average flower lover to engage in this fascinating hobby."

# National Drive Planned To Promote Major Foods

MAJOR FOODS, New York, which was established a year ago as a sales corporation to distribute 12 food products under the brand name "Guest House", has started business with an opening campaign centered in New York, New Jersey, Pennsylvania, Delaware and Maryland and with plans to operate nationally in the near future. Radio and newspaper advertising, handled by Huber Hoge & Sons, New York, is expected to follow in each section within 30 days after introduction.

The company is allied with National Good-Will Guild, New York, which operates a plan of "church-worker merchandising" to promote the purchase of the brands which are listed in the Guild catalogs. Officers of Major Foods are: Bruce Ashby, president, formerly vice-president of Harold F. Strong Corp., New York; R. E. Kittridge, vice-president; T. K. Smith, treasurer; Harold A. Burnham, secretary; and Raymond E. Gaylord and Hermann F. Eggers as directors.

## Moore Paint on NBC

BENJAMIN MOORE & Co., New York (paints, varnish, muresco), will again sponsor quarter-hour weekly broadcasts on 40 NBC-Red stations starting January 7 and continuing through the end of May. Programs, consisting of interior decorating advice and art talks by "Betty Moore", are run each year by the company until after the end of the usual housecleaning and moving season. Programs are placed direct.

# ONLY THE "HOME STATIONS" REACH THEM IN

INNER CALIFORNIA
...Larger than either Seattle or Portland
SACRAMENTO
STOCKTON
FRESNO
BAKERSFIELD

# 3RD MARKET IN THE WEST

Eighty per cent of Inner California radio families listen regularly to McClatchy Radio Stations — NBC-Red & Blue outlets.

- Coincidental telephone checks have proven over and over again that Inner California can only be covered adequately by the Home stations — that Los Angeles and San Francisco outlets can't do the job.
- Be sure this lucrative market is included in your radio schedules. Few cities are richer in per capita sales than these four Inner California distributing centers — Sacramento, Fresno, Stockton, Bakersfield. To those who know it's axiomatic that to sell California you must sell Inner California, too.

**KFBK** SACRAMENTO
*NBC–Red & Blue*
**KWG** STOCKTON
*NBC–Red & Blue*
**KMJ** FRESNO
*NBC–Red & Blue*
**KERN** BAKERSFIELD
*NBC–Red & Blue*
**KOH** RENO, NEVADA
*CBS*

★

*Represented nationally by the*
PAUL H. RAYMER CO.
New York · Chicago · Detroit
San Francisco

**McCLATCHY BROADCASTING COMPANY** SACRAMENTO CALIFORNIA
**California Radio System**

# Wrigley Featuring Search for Actors

## Hollywood Series to Replace Present Program on CBS

DETAILS of the forthcoming RKO-Wrigley shows [BROADCASTING, Nov. 1] were announced Nov. 8 by H. Leslie Atlass, CBS-Chicago vice-president. Titled *Gateways to Hollywood*, the new dramatic series will start Jan. 1, 1939, on 75 CBS stations, Sun., 6:30-7 p. m., replacing the *Laugh Liner* series which is expected to continue until that time.

Featuring Jesse L. Lasky as master of ceremonies, *Gateways to Hollywood* will be designed as a nation-wide contest to choose a young man and young woman who will be starred in an RKO feature movie. Stage names of "Gale Storm" and "Richard Belmont" have been chosen for the winners and on Dec. 1 RKO talent scouts will begin a series of elimination contests in various cities throughout the country.

### Feature Stars to Appear

From these elimination contests a boy and girl will be selected to go to Hollywood for two weeks of dramatic training prior to the opening of the program on Jan. 1. On Jan. 8 another pair will be featured in a short drama. The outstanding pair of the first three broadcasts will be featured on the fourth show Jan. 22. All contestants will remain in Hollywood as guests of RKO until they are eliminated or win at the end of each four-week period. At the end of the eighth and 12th-week periods similar elimination contests will be held and the final selection will be made prior to the 13th broadcast with the final winners appearing on that show.

All during the contest, veteran feature stars of RKO will play supporting roles to contestants. A board of judges of five well-known figures in the movie industry will make final selections, and the individual boy and girl winners will receive 26-week RKO contracts and be co-starred in a movie written specially for them.

Lud Gluskin's orchestra will be featured on the show. William Wrigley Jr. Co., Chicago, will promote Doublemint gum on the broadcasts. Agency for the deal has not been assigned.

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# *Trials* Sponsorship

IT WAS erroneously stated in the Nov. 1 issue of BROADCASTING that Hyde Park Brewing Co., St. Louis, and Dr. Coombs, Optometrist, Fort Worth, were sponsoring *Famous Jury Trials*, dramatic series program, on 49 stations, Wednesdays, 10-10:30 p. m. The two companies are sponsoring the program locally, Hyde Park Brewing in St. Louis on KWK, and Dr. Coombs in Fort Worth on KFJZ. Program is carried sustaining on other stations, where it is available for sponsorship by other local or regional advertisers.

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THE FCC on Nov. 1 authorized Ernest L. Spencer, manager and one-third owner of KVOE, Santa Ana, Cal., to acquire complete control of the station by purchase of the remaining stock from the estate of the late J. S. Edwards.

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# This Broadcasting Business

## * No. 6—Cost of Broadcast Station Operation

By DR. HERMAN S. HETTINGER, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

Efficiency in business is being measured increasingly by comparing the costs of an individual concern with representative costs for the industry in question. In this way a management can determine whether its costs are in line with what may be expected in the business, while study over a period of time reveals important information as to cost trends.

Data published by the FCC during the summer enables the broadcasting field to determine its representative costs for the first time. From an industry as contrasted to a regulatory viewpoint, even more information may be desired on questions such as the various costs involved in the sale of radio advertising; information which, incidentally, widespread adoption of the NAB uniform cost accounting system promulgated several years ago would make available.

Station managers will be interested in the following facts revealed by the FCC figures:

1. Executive expense increases in relative importance as the size of the station decreases, reaching its highest proportion on local part-time stations. This is due to the fact that, as the station becomes smaller, a growing portion of its total administrative work is performed by executives.

2. Salaries, other than executive, remain comparatively the same proportion of total expense for all classes of stations. The average is 24.2%.

3. Payments to brokers and station representatives—they are primarily to the latter—are a comparatively constant factor, 3.5%. The only exceptions are with regard to stations carrying very little national non-network business.

4. Programs account for nearly 35% of the total expense of the average station. The percentage devoted to programs is highest on clear channel stations and lowest on locals—43.3% and 27.4% respectively for unlimited time stations of these classes.

5. Advertising and promotional costs represent 5.3% of the average station's operating expense and remain fairly constant throughout the industry.

6. Total selling expense is considerably higher. If agency commissions are not considered in this category, total selling expense is estimated at approximately 20% of net sales for the average station—5.3% for advertising and promotion, 3.7% for representatives and the remainder salaries of the sales staff and executives.

7. Maintenance charges, wire costs and depreciation remain fairly constant on all classes of stations. Depreciation on high-powered regional stations is out of line—10.4% as compared to 5.5% for the industry as a whole.

8. If depreciation charges are compared to the original cost of physical equipment on various classes of stations, the following average depreciation rates are revealed: 50 kw. clear channel stations, 11.1%; 5-25 kw. clear channel stations, 10.9%; regional stations 12.9% and local stations 9.1%.

9. As would be expected, the relative importance of power costs declines as the station becomes smaller. It is 6.8% for the 50 kw. unlimited time stations and 3.2% for local unlimited time stations. Variables affecting costs on part-time stations are sufficiently numerous to make any generalization regarding them difficult.

10. Personnel comprises the major expense of the broadcasting business. Assuming the week beginning March 6, 1938 to be representative—a reasonable assumption if some allowance is made for seasonality—personnel costs represent approximately three-quarters of total broadcasting expense of operation.

11. If executive payrolls are broken down and allocated to the major station operating divisions, the proportion of the average station's personnel expense represented by each division is as follows: technical, 18.5%; program, 46.8%; commercial, 13.2% and general administrative, 20.4%. Miscellaneous and unallocatable payroll represents 0.9%. Further details, with executive costs treated as a separate item, are found in the accompanying table.

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** Sixth and last of series of analyses of broadcast operating statistics for 1937, based on data compiled by the FCC for that year and showing trends since 1935 survey of the Department of Commerce. The writer, radio's first economist, is former director of research of the NAB and the author of several volumes dealing with broadcast economics.*

## PERCENTAGE OF WEEKLY PAYROLL

### By Functional Divisions[1]

(Week beginning March 6, 1938)

| *Clear Channel* | *Executive*[1] | *Technical.* | *Program* | *Commercial* | *Gen. and Adm.* | *Misc.* | *Total* |
|---|---|---|---|---|---|---|---|
| 50 kw. & over Unlimited | 11.6 | 16.2 | 51.6 | 6.5 | 11.8 | 2.3 | 100.0 |
| 50 kw. & over Part-time | 10.9 | 6.8 | 67.3 | 2.9 | 12.1 | -- | 100.0 |
| 5-25 kw. Unlimited | 22.6 | 17.5 | 40.0 | 6.4 | 13.5 | -- | 100.0 |
| 5-25 kw. Part-time | 22.0 | 15.6 | 36.2 | 12.3 | 13.9 | -- | 100.0 |
| High-powered regional | 23.5 | 20.8 | 36.3 | 10.2 | 8.2 | -- | 100.0 |
| *Regional* | | | | | | | |
| Unlimited | 22.7 | 15.6 | 41.2 | 11.1 | 9.4 | -- | 100.0 |
| Limited and Day | 26.9 | 14.5 | 37.5 | 11.4 | 9.7 | -- | 100.0 |
| Part-time | 24.8 | 14.1 | 40.3 | 12.8 | 8.0 | -- | 100.0 |
| *Local* | | | | | | | |
| Unlimited | 30.6 | 15.8 | 29.1 | 15.8 | 8.7 | -- | 100.0 |
| Day | 35.5 | 17.0 | 29.4 | 9.5 | 8.6 | -- | 100.0 |
| Part-time | 25.5 | 16.0 | 31.5 | 17.3 | 9.7 | -- | 100.0 |
| All Stations | 19.0 | 15.9 | 44.3 | 9.5 | 10.4 | 0.9 | 100.0 |

[1] This includes administrative, technical, program, sales, and publicity executives and should be viewed in this light.

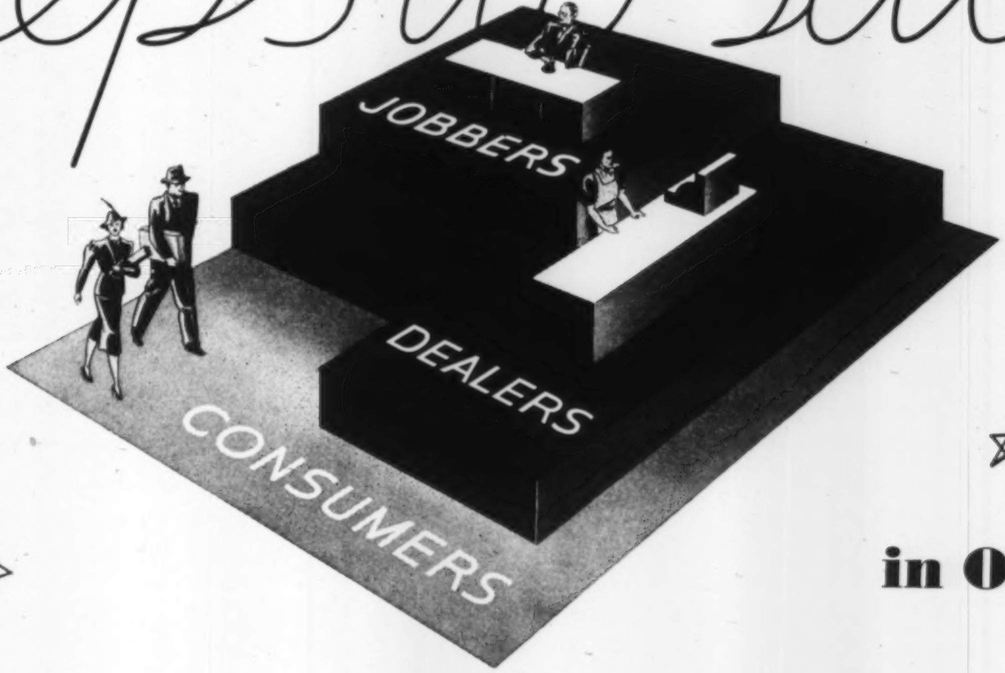
## PERCENTAGE OF 1937 OPERATING EXPENSE

### Represented by Various Items on Different Classes of Stations[1]

| | *CLEAR CHANNEL* | | | | *HIGH POWERED REGIONAL* | *REGIONAL* | | | *LOCAL* | | | *ALL STATIONS* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *50 kw.& over* | | *5-25 kw.* | | | | | | | | | |
| | *Unlimited* | *Part-time* | *Unlimited* | *Part-time* | | *Unlimited* | *Ltd. & Day* | *Part-time* | *Unlimited* | *Day* | *Part-time* | |
| Salaries to Officers | 3.3 | 6.0 | 3.4 | 6.7 | 4.9 | 7.6 | 8.1 | 8.5 | 10.7 | 10.2 | 12.0 | 6.7 |
| Other Salaries (except program employees) | 15.3 | 11.6 | 22.7 | 17.7 | 22.0 | 21.1 | 19.6 | 22.0 | 24.2 | 20.5 | 21.6 | 19.6 |
| Total Salaries | 18.6 | 17.6 | 26.1 | 24.4 | 26.9 | 28.7 | 27.7 | 30.5 | 34.9 | 30.7 | 33.6 | 26.3 |
| Payment to national reps. and brokerage | 3.3 | 4.0 | 4.0 | 6.3 | 4.1 | 4.0 | 3.4 | 2.7 | 3.4 | 0.1 | 2.7 | 3.7 |
| Program expense | 41.2 | 43.1 | 36.1 | 29.5 | 26.2 | 31.5 | 32.0 | 29.1 | 27.2 | 27.0 | 28.7 | 33.8 |
| Program and talent expense-extraordinary | 2.1 | --- | 3.0 | --- | 1.3 | 0.7 | --- | 0.4 | 0.2 | --- | 0.1 | 1.0 |
| Total program expense | 43.3 | 43.1 | 39.1 | 29.5 | 27.5 | 32.2 | 32.0 | 29.5 | 27.4 | 27.0 | 28.8 | 34.8 |
| Advertising, sales promotion, misc., selling, publicity | 5.6 | 5.7 | 4.8 | 6.9 | 5.8 | 5.0 | 5.7 | 5.8 | 5.4 | 4.2 | 4.8 | 5.3 |
| Repairs, maintenance and supplies | 3.5 | 1.3 | 3.5 | 3.1 | 3.4 | 3.7 | 4.1 | 3.4 | 2.9 | 2.9 | 3.0 | 3.5 |
| Light, heat, power & miscellaneous rents | 6.8 | 2.8 | 4.7 | 6.1 | 5.1 | 4.0 | 4.1 | 3.7 | 3.2 | 4.6 | 6.9 | 4.8 |
| Rent for broadcasting equipment leased from others | 0.9 | 10.4 | 0.1 | 0.4 | 0.1 | 1.3 | 0.5 | 0.3 | 0.3 | 0.1 | 0.4 | 1.1 |
| Wire costs | 2.4 | 4.2 | 1.7 | 3.4 | 3.1 | 2.9 | 3.4 | 4.0 | 3.9 | 4.0 | 2.8 | 2.9 |
| Miscellaneous general expense | 7.8 | 6.1 | 9.0 | 12.0 | 11.3 | 9.7 | 11.7 | 11.9 | 10.7 | 18.6 | 8.7 | 9.5 |
| Depreciation | 5.4 | 1.3 | 4.3 | 5.8 | 10.4 | 5.6 | 5.1 | 5.9 | 5.4 | 6.0 | 5.5 | 5.5 |
| Amortization of intangibles applicable to broadcasting | 0.1 | 1.5 | 0.2 | 0.1 | --- | 0.4 | 0.2 | 0.3 | 0.5 | --- | --- | 0.3 |
| Taxes (except Federal income) | 2.3 | 2.0 | 2.5 | 2.0 | 2.3 | 2.5 | 2.1 | 2.0 | 2.0 | 1.8 | 2.8 | 2.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

[1] Only for stations with annual sales of $25,000 or more.

# By selling *all three,* WKY steps up sales in Oklahoma



***Oklahoma's Wholesale Activity Is Centered in Oklahoma City***

Oklahoma City's wholesale volume is 55% greater than that of the next four largest state cities combined . . . more than double that of any one city in Oklahoma. WKY is the only station that gives jobbers and dealers a selling punch they can feel . . . an argument they can understand and recommend.

☆ WKY takes these three essential sales steps in one stride in Oklahoma. WKY's power to step up sales . . . to move merchandise from warehouses across counters to consumers . . . is forcefully recognized by Oklahoma jobbers and retailers. They know first hand that most of their customers listen to WKY most of the time . . . that WKY is the only station that gives them the solid selling support they need and want in their own markets and in their own neighborhoods. Take advantage of WKY's ability to influence *all three.* Step up your sales by giving Oklahoma's first station FIRST PLACE in your Oklahoma selling efforts.

## WKY • OKLAHOMA CITY

*REPRESENTATIVE—THE KATZ AGENCY, INC.*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

★ ★ ★ ★

SEARS ROEBUCK

PLACES
LOS ANGELES'
BIGGEST
RETAIL RADIO
CONTRACT*
WITH
LOS ANGELES'
BIGGEST
LOCAL RADIO
STATION

DON LEE'S
KHJ
★ ★ ★ ★

★ MID-MORNING MATINEE . . . 6 Half Hours,
Daily—MONDAY thru SATURDAY—52 Weeks

## Program Standards Studied by FCC

*(Continued from Page 15)*

of broad standards which could be used as a measuring stick. Even without a change in law, it probably would be willing to waive any protest on the grounds of censorship, if the standards evolved were labeled purely as examples of the type of program material upon which the authorities look askance. It was recalled that the old Federal Radio Commission, in the form of press releases, served notice that it did not look with favor upon programs involving lottery and even upon hard liquor advertising.

As an outgrowth of the *War of the Worlds* incident—particular attention has been focused not only on use of the terms "flash" and "bulletin" in simulated news broadcasts in fictional plays, but also in commercial copy. There probably would be no complaint from the industry if the Commission suggested that all such news terminology be reserved strictly for actual spot news broadcasts.

### News and Drama

Chairman McNinch's original announcement Nov. 5 that he had invited the NBC, CBS and MBS executives for the informal conference stressed this news-broadcast situation. While the announcement was general in citing an informal discussion of subjects pertaining to programs, emphasis was placed upon the "frequency, and, at times misleading, use of the newspaper term 'Flash' in radio programs of various types." Mr. McNinch added:

"I have heard the opinion often expressed within the industry as well as outside, that the practice of using 'Flash' as well as 'Bulletin' is overworked and results in misleading the public. It is hoped and believed that a discussion of this subject may lead to a clearer differentiation between bona fide news matter of first rank importance and that which is of only ordinary importance or which finds place in dramatics or advertising."

He added that after discussion of the matter with the three national networks, he would have further conferences with others in the industry along the same general line. This was accepted as a clear indication that he proposed to pursue the general thought of program standards.

Citation by the FCC late last month [BROADCASTING, Nov. 1] of WBNX and WHOM, in New York, for alleged programming transgressions, likewise added fuel to the flames. No formal statement was forthcoming from WBNX, and the FCC did not issue any announcement elaborating on its citation of that station for hearing. The complaints, it was learned, alleged among other things, that a white slave situation had been depicted in one commercial broadcast, that pro-Fascist propaganda had been broadcast, along with other charges.

WHOM, however, issued a denial of pro-Fascist broadcasts, coincident with the issuance of a press release Oct. 31 by the FCC that a complaint had been registered concerning an alleged anti-Semitic, un-American broadcast. The program, said to have been broadcast on Sept. 18, was sponsored by an organization designated as "Il Gride Della Stirpe."

Joseph Lang, part owner and manager of WHOM, denied the general charges, declaring that it was not logical to assume that WHOM, in view of its large listening audience of Jews, would countenance anti-Semitic propaganda. He said he himself is a Jew, and that he has always cooperated with all Jewish groups in every way possible. He said it was true that on certain programs an Italian speaker "made statements in violation of principles." The employe responsible for the supervision of the script has been suspended pending an investigation, he added, and immediately after a complaint had been received, the particular program was cancelled. This occurred before any notification of protest was received from the FCC, he added.

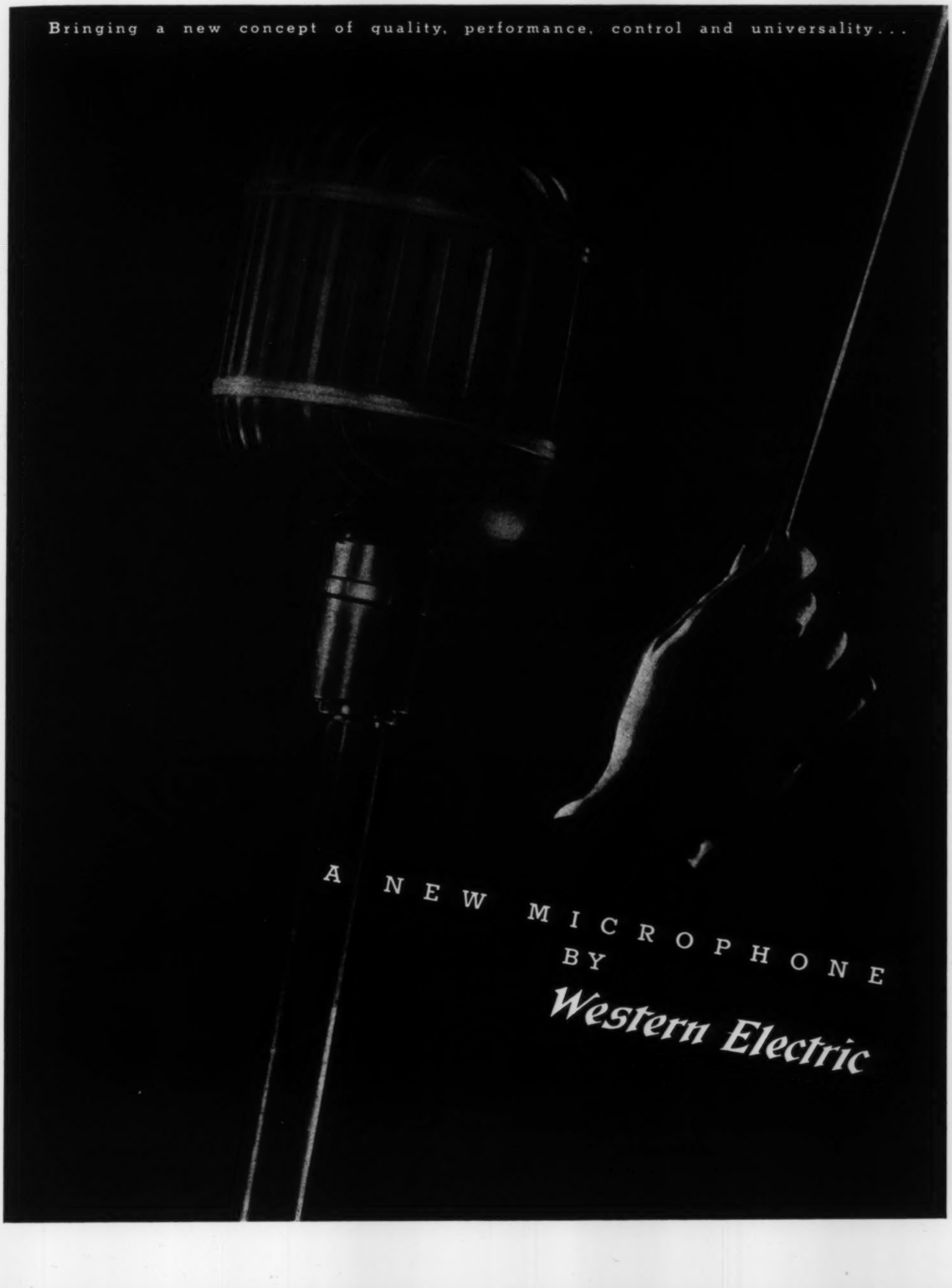
Neville Miller, NAB president, following Chairman McNinch's announcement Nov. 5 of the informal conference with the networks, issued a statement welcoming any discussion that would shed "further light on the intricate problem of radio programming." Pointing out that these are problems that involve not only the networks, but every station, he revealed he had already discussed the matter with leaders of the industry, including the three network executives, earlier in the week. "It is a problem the industry is well aware of, and one the industry is perfectly willing and capable of solving itself," he said.

## *ADVERTISING STAFF ENLARGED BY FTC*

TWO new members have been added to the Federal Trade Commission's legal staff to aid in the FTC's intensified scrutiny of advertising matter through its new Radio & Periodical Division [BROADCASTING, Nov. 1]. The legal staff of the Division now numbers 23, the total personnel over 50. The two attorneys, new to the FTC, are Paul H. Miller, of Ohio, and Franklin F. Johnson, of California.

Although it is believed that the FTC may name an assistant director of the Division, no appointment has been made yet, and the work of the Division is continuing much as it did under the special board, which the new division replaced. Under the new setup, PGad B. Morehouse is director of the Division, whose members also include E. J. Adams, chairman of the old special board, and W. F. Davidson, former vice-chairman.

Since formation of the Radio & Periodical Division to replace the special board seems to indicate the FTC is seeking to broaden its activities in reviewing advertising continuities and copy, it is thought likely the Commission will supply further personnel additions as work of the Division increases.


Bringing a new concept of quality, performance, control and universality...
A NEW MICROPHONE
BY
Western Electric

# *Not* 1 BUT

## WORLD NOW OFFERS THREE SEPARATE

### 1 WORLD RECORDING SERVICE

World Broadcasting System maintains complete modern studios and recording facilities in New York, Chicago and Hollywood. From the beginning, World has produced transcriptions for advertisers who desired World quality recordings but who planned their own campaigns, bought time direct and took advantage of World exclusive facilities for the making of Vertical-Cut, Wide-Range transcriptions. This service remains available as before to regional and national advertisers.

### 2 WORL
SE

World was first to inaugurate a transcriptio
now totaling 2,500 separate musical numbe
per month. These widely varied musical nu
of the most popular station-built commerc
in building local sustaining shows. Today, 1
est quality recordings, subscribe to World
and more loyal audiences with the matchle
Wide-Range transcriptions.

# WORLD BROADCASTI

# UT ALL 3

## RATE SERVICES TO RADIO ADVERTISERS

### WORLD LIBRARY SERVICE

transcription library service for stations . . .
sical numbers, with at least 48 new releases
musical numbers serve as the basis for many
ilt commercial programs, and are also used
vs. Today, 185 stations, demanding the high-
e to World Program Service, building larger
the matchless quality of World Vertical-Cut,

### ③ WORLD TRANSCRIPTION SYSTEM

The new World Transcription System rounds out World's services. WTS adds network simplicity of operation to transcription flexibility. Think of WTS as a transcription system, with every service of a network . . . exclusive outlet stations in major markets, program building, market analysis and station relations departments—offering every facility of a network, plus complete flexibility as to markets and time of broadcast. In addition, a uniform merchandising service is available through this new system.

## TING SYSTEM

*711 FIFTH AVENUE*
*NEW YORK CITY*

**BROADCASTING**
*and*
**Broadcast Advertising**

*Published by*
BROADCASTING PUBLICATIONS, Inc.

*Executive and Editorial Offices:*
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Telephone—MEtropolitan 1022

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## They're Off!

RADIO is about to mark another step in its mile-a-minute development. The Chain-Monopoly inquiry is under way before a four-member FCC committee. Many a radio man, with blood in his eye, has hove onto the Washington scene to see justice done from his peculiar point of view.

In this tense moment, it behooves everyone in radio to sit back and do a little serious cogitating before rushing into the affray. Ben Franklin once said, "We must indeed all hang together or most assuredly we shall hang separately." While not a precise analogy, it supplies a basis for serious thought.

Radio is not unlike most other industries. There are groups within groups which are competitive. Networks, as often said, are no stronger than their affiliates, and it is almost true in reverse. But there are enough common enemies of both who will show up at the present hearings to occupy the attention of the industry without weakening the industry's case with internal conflict.

We have stated repeatedly in these columns that an investigation long has been inevitable —if not by the FCC then by Congress. Now it appears that both will happen. The antifactions have been working too long and too hard to avert them.

Without knowing, of course, what the FCC finally will propose, it appears that the Commission is, or at least should be, in a far better position than Congress to do a worthwhile job. It has (or, again, at least should have) the knowledge, time and experience to evolve regulations and possible legislative recommendations for Congress to plug up weaknesses in existing practices and methods. It has the duty of developing regulatory procedure that will inure to the public good through Radio by the American Plan. Its job is help the industry, not to tear down, smear or muckrake.

We favor the FCC inquiry rather than a Congressional investigation, at this stage in any event. Congressional committees usually are superficial. Members are preoccupied with other things, particularly in these tense times. Legislation growing out of a Congressional investigation, jammed between other functions, might prove haphazard and dangerous.

As the hearings get under way before the FCC, it appears they may consume some three months. The FCC committee has in mind a far-reaching fact-finding study. It disclaims headline hunting and sensationalism. The inquiry will prove either a fiasco or a success, depending again upon one's viewpoint. But the broadcasting industry, and its component elements, should guard against contributing in any way to its failure by dynamiting its own ranks. We still know of no better way of saying it than to call for a united front.

## Well, Wells, Welles

ENOUGH printer's ink to float the fleet was spilled by the newspaper industry in its spree on the CBS *War of the Worlds* incident, but most of it was wasted.

Strictly from the news standpoint, the story just didn't warrant screaming hell-in-a-hack headlines. After calmer reflection, it is now apparent that most of the hysteria allegedly promoted by the "Martian invasion" was actually headline-bred.

First, the story "broke" on a dull Sunday night in the newspaper shops. From the feature standpoint, it was a natural, and there was plenty of "clear time" on the press association wires. Bureau after bureau of the news associations sent "follows" to the original story. And, while perhaps not guilty of fabricating per se, it is now manifest that many of the reporters took liberties, as reporters will in writing feature stuff.

But in addition to that, it gave newspaper publishers a chance to give radio another swift kick. Even though many publishers now accept radio as a contemporary advertising medium, they almost unanimously resent it as a news competitor. So the swifter the kick, the better, from their point of view.

In our own probings, we have unearthed several interesting sidelights. The FCC has received hundreds of letters on the broadcast. But don't get the idea (as newspaper readers must) that they were all unfavorable. On the contrary, it is understood that substantially half of them praised the broadcast. And then the telephone and telegraph companies reported only a slight increase in traffic volume in the New Jersey area in which the "invasion" supposedly took place.

Admitting that some real alarm resulted directly from the broadcast, which was unfortunate in that it used actual instead of fictitious locales, we see in it the whole episode—as did many editorialists and commentators — as strong an argument as yet has been advanced in favor of Radio by the American Plan.

If a fictitious dramatization, so announced repeatedly and itself as fantastic as an interplanetary invasion, could throw some American citizens into a frenzy, what would happen if radio were ruled by a Government dictatorship? In the authoritarian nations only propaganda of the Government can go on the air. Small wonder then that their people are led about with rings in their noses.

Obviously newspaper terminology, like "flash" and "bulletin", should be used only in connection with actual news broadcasts. The Commission can and will suggest, but it can't order it, because it lacks the power. And it goes without saying that the industry will cooperate by voluntarily barring simulated news broadcasts or that type of parlance in dramatic scripts, commercial credits or in all save actual news broadcasts.

And, thanks to Messrs. Wells and Welles, that is another contribution to better radio.

## The RADIO BOOK SHELF

"THE best argument for peace is not argument at all, but complete information," writes H. V. Kaltenborn in the first chapter of *I Broadcast the Crisis* [Random House, $2]. "In the efforts of one great broadcasting system to bring the American people complete information on the September crisis, I played a part. This book is a record of it. In it you will find, as completely as I was able to give it to you, information on the events which led up to the final truce at Munich." That quotation is an exact description of the book.

## The FCC Purge

STRANGE things, well advertised in advance by devious means, are happening at the FCC. And even stranger stories about things slated to occur are going the rounds.

Chairman McNinch, for the third time in his one-year tenure, has wielded the ax, and three more heads have fallen. A majority of the Commission—and a very slim one—voted with him. To call the resultant condition strife is to put it mildly.

Chairman McNinch was sent to the Commission by the President in an effort to bring order out of chaos. Few who know the situation will disagree that changes were—and are —needed.

Because he has worked with a slim majority, Mr. McNinch apparently has been forced to effect changes piecemeal. It is quite certain that all infections haven't yet been rooted out. And it may be that mistakes have been made in the McNinch pruning process. We dislike to indulge in personalities, but we feel, based on our own observations, that in one and possibly two of the most recent "purges" the Commission majority simply clipped the weeds and left the roots.

The new procedure pertaining to hearings, though complicated, may work out provided members of the Commission will work at it. With notable exceptions, its record is none too good in that respect.

The FCC actions, purge and all, may sound like real explosions now. It is our guess that they are little more than pop-gun shots compared to the Big Berthas that will boom when the new Congress, less New Dealish than its predecessor, gets under way in January.

# We Pay Our Respects To —

**HOWARD DEAN FITZER**

A PROPHET may not be without honor save in his home town, but Howard Dean Fitzer, manager of WDAF, Kansas City, is living disproof of the old saying. He was born and bred in the Missouri metropolis. He loves it, he achieved his success there and he wants to spend the rest of his days there. He is devoted to his job, too, and the *Kansas City Star* and WDAF are two of his most prideful subjects of conversation.

Dean Fitzer, as he prefers to be called (he usually signs himself simply as H. Dean), turned 40 just recently and rounded out 13 years as manager of WDAF. He doubles in brass, also serving as radio editor of the *Star*.

It's a far cry from playing a slide trombone in Sousa's Band to managing a major broadcasting station, but that in brief sketches the career of Howard Dean Fitzer. He was born in Kansas City July 22, 1898, went to public and high school there and matriculated at the University of Kansas. His college activities included band, glee club and orchestra.

He was in college when the war broke out, and enlisted in the Navy. Being a trombonist, he was assigned to the Sousa Band at the Great Lakes Naval Training School, later joining the *Dixie*, then mother ship to a fleet of destroyers operating out of Queenstown, Ireland.

There was nothing particularly strenuous about his wartime activities, he relates, unless it was the nocturnal shore leaves the bandsmen enjoyed when commissioned to follow the ship's officers. He remembers that Irish bartenders especially enjoyed "Lasses Trombone". After Queenstown, the *Dixie* went to the Azores as flagship.

The war ended, Dean Fitzer went home to become a cub reporter on *The Star* and was assigned to the usual routine of obituaries, club news, etc. In 1925 he was appointed manager of WDAF and radio editor of *The Star*, succeeding Leo Fitzpatrick, now of WJR, Detroit.

WDAF was only on the air those days for three matinee shows a week, three night shows and the ubiquitous *Nighthawks*. It had no sponsors and no network affiliation.

"My first memories," relates Dean, "are of song pluggers, bad voices and civic choral groups. I announced in those days, and sang in a harmony team known as *Jack & Jill*. That's what management amounted to. I recall announcing WDAF's first commercial, *Betty Crocker*, on Sept. 21, 1925."

WDAF's manager is now one of the chief factotums in *The Star* organization. He confesses to a weakness for following the news, and still haunts the city desk when a big story breaks. His hobby is radio and his firm conviction is that radio and the press can work together for their mutual benefit.

Dean Fitzer was married in 1920 to Juanita Collins, a Kansas City pianist. They have two children, Shirley Deane, 15, and Donna Lee, 7.

## Rockefeller Radio Fund Was $200,000 for Year

AGAINST a total of about $40,000 allocated for that purpose in 1936, the Rockefeller Foundation contributed approximately $200,000 for research into the cultural side of radio during the last year, according to its 1937 annual report. The beneficiaries were University Broadcasting Council, Chicago, $75,000 for developing educational and cultural programs; Princeton University School of International Affairs, $65,000 for a study of the value of radio to listeners; National Music League, New York, $15,000 for a study of radio's public service in the field of music; Pan American Union, Washington, $12,750 for a study of Latin American broadcasts; World-Wide Broadcasting Foundation, Boston, operating shortwave station W1XAL, $25,500, to develop radio programs of educational and cultural value.

# Personal NOTES

**JOE W. EDWARDS**, formerly account executive of Tracy-Locke-Dawson Inc., Dallas, and past president of the Southwestern Assn. of Advertising Agencies, became sales manager of the Texas State Network on Nov. 1.

**ROBERT C. MAYO**, of the CBS sales service division, has been transfered to the sales staff of WABC, New York, where he will continue his sales service duties in addition to selling.

**FRED WEBER**, general manager of MBS, and Martin B. Campbell, manager of WFAA, Dallas, spoke on radio advertising before the annual convention of the Tenth (Southwest) District Advertising Federation of America at Fort Worth Oct. 28.

**BEVERLY M. MIDDLETON**, formerly sales manager of WFAS, White Plains, N. Y., has joined the sales staff of WABC, New York.

**B. J. HOUSER** and his secretary have been transferred from NBC's sales promotion division to the network's operated station division, although his duties of promoting NBC m. and o. stations remain unchanged.

**RALPH R. BRUNTON**, manager of KJBS and KQW, San Francisco and San Jose, is back following illness which kept him hospitalized for two weeks.

**DOROTHY AYLESWORTH**, daughter of Merlin H. Aylesworth, formerly president of NBC and now publisher of the *New York World-Telegram*, a Scripps-Howard paper, is to marry Robert G. Knott on Jan. 4.

**H. K. CARPENTER**, vice-president and general manager of WHK-WCLE, Cleveland, is recuperating from a tonsilectomy performed Oct. 29.

**HOWARD VESEY**, attorney in the office of Louis G. Caldwell, in Washington, and Mrs. Vesey, on Oct. 31 became the parents of an 8½ lb. boy, their second child.

**MAYNARD MARQUARDT**, manager of WCFL, Chicago, left Nov. 2 for a three-week vacation in Central America.

**GORDON LLOYD**, formerly with the *New York Journal* and recently on the sales staff of WINS, New York, has joined the sales department of WNEW, New York.

**JACK MULLIN**, graduate of Fresno State College, and Hal McIntyre, graduate of San Mateo Junior College, have joined the sales staff of KYOS, Merced, Cal.

**G. A. RICHARDS**, owner of WJR, Detroit, and KMPC, Beverly Hills, Cal., has arrived in Southern California for the winter.

**E. H. VOGEL**, manager of the radio division of General Electric Co., sailed on the *Statendam* Nov. 1 to study television for about six weeks in Europe, particularly in England, France and Germany.

**ISAAC D. LEVY**, director of CBS and co-owner of WCAU, Philadelphia, was in Hollywood during early November.

**WILLIAM B. RYAN**, San Francisco sales manager of NBC, was initiated as an honorary member of Alpha Delta Sigma, national advertising honor society at its annual initiation banquet in San Francisco.

**HAROLD SAFFORD**, sales manager of WLS, Chicago, was recently made a member of the Chippewa Indian tribe during a special broadcast by the First Daughters of America, national organization of Indian women.

**EDWARD R. MURROW**, CBS European representative in the States on a vacation following the Czech crisis, spoke before 1,000 members of the Chicago Council of Foreign Relations Nov. 4 on "European Radio." On Nov. 10 he spoke before the National Press Club in Washington.

**JOHN J. KAROL**, CBS director of market research, addressed the Columbus (O.) Advertising Club Nov. 11 and will speak before the Cincinnati Marketing Association early this week. Research in radio advertising will be his topic on both occasions.

**JAMES D. SHOUSE**, vice-president of Crosley Radio Corp., in charge of broadcasting has been awarded a medal by Boss Johnston, of the National Muzzle Loading Rifle Assn., for his victory in the recent WLW Artists Match. He defeated Joseph Ries, educational director, and George C. Biggar, rural program supervisor.

**GEORGE BOLAS**, of the NBC-Chicago sales promotion staff, married Kay Louise Govanus Nov. 10.

**GEORGE LASKER**, formerly commercial manager of WPEN, Philadelphia, on Nov. 5 joined the sales staff of WEVD, New York.

# BEHIND the MIKE

**MARK B. LOEB**, production director of WIP, Philadelphia, has resigned to join the production department of CBS in New York. Edward Wallis, WIP night supervisor, has been assigned as production head, with Howard Brown, staff announcer, promoted to Mr. Wallis' former place.

**JACK SHACKLETT** of the sales promotion staff of KLRA, Little Rock, has resigned to take an executive position with the new WJHL, Johnson City, Tenn. Frank Keegan has been promoted from the announcing staff to sales promotion department. Lawrence Gibbs, chief announcer of WFOR, Hattiesburg, Miss., joined the announcing staff of KLRA Nov. 13.

**TOMMY PLASTER** formerly with the announcing staff of KGHI, Little Rock, has resigned to join KTAT, Fort Worth. Milton Twedell, formerly in the sales department of KGHI, has taken over a new position with KFDM, Beaumont, Tex.

**JOHN FRANKLIN**, in radio in Trenton and Philadelphia for the last three years, has joined WIP, Philadelphia, as announcer.

**LESTER LINSK** has joined A. & S. Lyons Inc., Beverly Hills, Cal. talent agency, as radio department manager. He was formerly associated with Rockwell-O'Keefe, that city.

**EDWARD HUMPHREY**, formerly of WLW and WSAI, Cincinnati, and more recently of WHIO, Dayton, has joined the announcing staff of WJJD, Chicago.

**PETER GRANT** chief announcer of WLW, WSAI, Cincinnati, spoke Nov. 3 before the Cincinnati Cooperative Club on "The Development of News in Radio."

**JOHN C. SPEARS**, former free lance radio columnist, of Indianapolis, has joined WLW, Cincinnati, to handle promotion on the *Boone County Jamboree* and other stage and radio shows built by WLW.

**HAL FIMBERG** has taken over duties of chief writer on the CBS *Jack Haley Show* sponsored by Continental Baking Co. He succeeds Harry Conn, resigned. Other Hollywood writers contributing to the programs are Oscar Brodney, Jerrome Jerome and Richard Byron.

**MEREDITH WILLSON**, NBC western division musical director, Hollywood, has written a book *What Every Young Musician Should Know*. The volume, published by Robbins Music Corp., New York, and released in mid-October, is illustrated with diagrams and charts.

**TOM HANLON**, CBS Hollywood announcer, has been signed for a role in the motion picture "The Duke of West Point", to be produced by Edward Small Productions.

**GENE BAUGH**, cellist, George Orum, violinist, and Marius Thor, violinist, staff musicians for WBAP, Fort Worth, are members of the Dallas Symphony Orchestra under the direction of Jacques Singer.

**MAURY FARRELL**, formerly of WQAM, Miami, has joined the announcing staff of WAPI, Birmingham.

**LIONEL BAXTER**, chief announcer of WAPI, Birmingham, recently married Mae Frances Rice, sister of Wilanna Rice, WAPI secretary and receptionist.

**MRS. DOROTHY FRANKLIN** recently joined the continuity department of WBT, Charlotte.

**BOB HANSON**, formerly of WHK-WCLE, Cleveland, WADC, Akron, and WROK, Rockford, has joined WTMJ, Milwaukee.

**BILL FIELDS**, formerly with KFJZ, Fort Worth, has joined the staff of Texas State Network as sports commentator.

**LORETTA METTHEISEN** recently was promoted to traffic manager of KGVO, Missoula, Mont., and Harry Miller named head accountant.

**BESSIE FEAGIN**, formerly assistant to Julian Street Jr., in charge of magazine publicity for NBC in New York, has joined the editorial staff of *The Listener's Digest*, magazine printing the most important broadcasts of the month, which will begin publication in January, 1939.

**SETH BROKENSHIRE**, staff writer of 20th Century Radio Productions, Hollywood, in early December leaves for Latin American countries on a combined business and pleasure trip.

**PATRICIA FAIR**, formerly of Elwood J. Robinson Co., Los Angeles, exploitation staff, has joined KMTR, Hollywood, as publicity director.

**MARTHA REINECKER**, of NBC-Chicago sales promotion department for the last three years, has been named secretary to R. M. Kendall of the NBC Artists' Service to replace Maline Cooper, retiring from business.

**WALTER B. DAVISON** has been appointed superintendent of NBC Hollywood Radio City guide tours. He was formerly NBC New York assistant superintendent of tours.

**HARRY BURKE**, program manager of WOW, Omaha, recently announced his marriage last July to Laurine Jacobsen.

**WILLIAM S. RAINEY**, head of NBC's production department in New York, is recovering from an appendectomy.

**FRED WOODING** has resigned as acting publicity director of CBC. No successor has been named as yet, E. A. Weir remaining supervisor of publicity and commercial manager of the CBC with offices at Toronto. Mr. Wooding has not announced plans.

**DAVID N. SIMMONS**, assistant program director of KDYL, Salt Lake City, has been named publicity director of the station.

**AUSTEN CROOM-JOHNSON**, in charge of NBC's sustaining programs featuring popular music, on Oct. 17 married Loulie Jean Norman, singer on the Fred Waring hour and other programs, in Birmingham, home town of the bride.

**STEAKS** and sauces a la Zuyder Zee are the domestic forte of Tys Terwey, announcer of WNOX, Knoxville, who regales guests at the Terwey board with foods prepared as per recipes of his native Holland. Here he is, smiling in anticipation, ready to exercise the Dutch technique on a thick steak.

### Poppers' Families

VOX POPPERS Jerry O'Leary and Farmer Russ recently drew heavy publicity on the first anniversary of their daily show, sponsored by Community Opticians on WNAC, WCOP and WORL, Boston, but the standout was a picture and story in the *Boston Herald-Traveler*. Instead of the usual caption on the picture of the pair, the paper ran a long story underneath titled "Pair Facing Deportation"—which chimed in beautifully with the pictures—an account of two men with large families facing a forced return to Poland.

**HERB ALLEN**, free-lance announcer, formerly of KFRC, San Francisco, has joined KFI, Los Angeles.

**RICHARD MOYES DEASY**, announcer, formerly of KYA, San Francisco, who rejoined the KSFO staff recently, has resigned.

**EMMA BAKER**, program director and home economist of KGFW, Kearney, Neb., is recovering from a major operation.

**W. L. WILLIS Jr.** and Erwin C. Darlington have joined WRVA, Richmond. Mr. Willis, formerly with the old WPHR in Petersburg, and for several years editor of the *Crewe Chronicle*, a Virginia weekly, will be assistant in the publicity department, and Mr. Darlington, formerly with WBIG, Greensboro, N. C., and WDNC, Durham, has joined the announcing staff.

**E. L. BUSHNELL**, general supervisor of programs for Canadian Broadcasting Corp., was expected back in his Toronto office Nov. 15, after completing a tour of European broadcasting organizations.

**CHARLES E. LOGAN**, former manager of Transradio Press, Kansas City, has been named publicity director of WBBM, Chicago, as assistant to Hal Burnett, WBBM director of public relations.

**THERESA WILSON**, CBS press department, resigned Nov. 11 to join her husband, an army lieutenant stationed in the Philippines.

**BILL HERSON**, special events announcer of WBAL, Baltimore, is to marry Jane Huntley, daughter of a Baltimore business executive, on Dec. 15.

**FRANCES ZOLOTH**, for four years a member of the KHJ, Los Angeles, publicity department, has succeeded Bud Rutherford as publicity director of Don Lee Broadcasting System. Rutherford is devoting full time to his duties as news editor of the network.

**BOB PINKERTON** recently resigned as production manager of KWLK, Longview, Wash.

**GEORGE TAYLOR**, account executive of Rufus Rhoades & Co., San Francisco agency, is conducting a participation program on KYA five days a week titled *Siesta Hour*.

**HAROLD YOKELA**, formerly with NBC, San Francisco, has joined KRE, Berkeley, as announcer-technician.

**LEWIS LANE**, director of music research in NBC's New York script division, will have two of his compositions performed by Lolita Cabrera Gainsborg during her piano recital at New York's Town Hall on Nov. 23.

**RUSSELL NORDSTROM** of NBC's New York press department recently married Evelyn Siers of Flushing, L. I.

**FLORENCE MARKS** has resigned from NBC's press department in New York to free-lance.

**JAMES THOMAS**, formerly of KSTP, St. Paul, and KWNO, Winona, has joined the announcing staff of WWL, New Orleans.

**DON COPELAND**, formerly of CKGB, Timmins, has joined CFCO, Chatham, Ont., as special events and news commentator.

**CHARLES H. ALLEN**, booking office formerly specializing in vaudeville talent, is planning to add a radio department in the near future. Firm was formerly Curtis & Allen.

**LOUIS TAPPE**, continuity chief of WINS, New York, is presenting a new evening program, *The Critical Critic*, which covers New York theatre openings, motion pictures and books, with a guest star as an added feature.

**CHARLES FOLL**, who recently resigned from KFRC, San Francisco, was named assistant manager of KWLK, Longview, Wash. Bob Pinkerton recently resigned as production manager of KWLK.

## Bill Beal Named Winner Of Announcing Contest

BILL BEAL, member of the continuity and announcing staff of KDKA, Pittsburgh, was presented a gold medal and $150 in cash as winner of the 1938 H. P. Davis Memorial Announcer Award Nov. 2 during a special KDKA broadcast. Walter Sickles, program manager of WWSW, Pittsburgh, and Dave Garroway, of KDKA, received honorable mention. Presentations were made during the broadcast by L. W. Chubb, director of the research laboratories of Westinghouse E. & M. Co., and close associate of the late H. P. Davis, known as the "father of radio broadcasting".

Mrs. Davis originated the annual awards six years ago in memory of her husband. The custom is to be continued during her lifetime. The board of judges this year included Douglas McLean, a director in the drama department of Carnegie Institute of Technology; George Seibel, lecturer and critic; Frances Weller, associate editor of *Musical Forecast*; Roy Umble, of the public speaking department at the University of Pittsburgh, and Capt. H. Ledyard Towle, director of advertising and design, Pittsburgh Plate Glass Co.

## Merle Jones Announces KMOX Personnel Shifts

FOLLOWING the resignation of James V. Huffman, assistant sales manager, who has joined the Chappelow Agency in St. Louis as vice-president, and Lloyd Smith, who has joined WEW as assistant general manager, Merle S. Jones, general manager of KMOX, St. Louis, announced several personnel changes. Paul Hammond, formerly national sales manager for Central States Broadcasting Co. (KOIL, Omaha; KFAB-KFOR, Lincoln), has joined the sales staff and Charles (Cy) Casper, publicity director for the St. Louis Browns, has been added as sports writer and announcer.

Arthur J. Casey, former production manager, has been made director of public relations, a new post. He will continue to produce *The Land We Live In*, St. Louis historical series sponsored by Union Electric Co. of Missouri, but will devote all his time to public relations upon the completion of that series. Rollie Williams, of the production staff, has been appointed production manager, succeeding Casey. J. N. Green, formerly of the announcing staff, has been returned to production.

## Robert Tincher Assumes WNAX Managers Post

WITH THE acquisition Oct. 24 of WNAX, Yankton, S. D., by the South Dakota Broadcasting Corp., Robert Tincher, former head of the business office of the Iowa Broadcasting Co., became resident manager of the station, according to an announcement Nov. 8 by Luther L. Hill, executive of the new company. Ted Matthews, commercial manager of WNAX, continues in that capacity, Mr. Hill said, with the remainder of the personnel unchanged. Arthur Smith, formerly of KRNT, Des Moines, became program director.

D. B. Gurney resigned as president of the WNAX Broadcasting Co. and was succeeded by Gardner Cowles, Jr., president of the new corporation and the new principal owner of WNAX.

### Ferguson Heads WCLO

R. L. (Fergie) FERGUSON veteran broadcaster, joined WCLO, Janesville, Wis., in early November as general manager. He succeeds Homer Hogan, who has returned to Chicago. Mr. Ferguson, who recently became associated with the Chicago office of Weed & Co., radio station representatives, is former manager of WINS, New York, and before that was commercial manager of WLW, Cincinnati.

### McNinch to Speak

FCC CHAIRMAN Frank R. McNinch has agreed to address the initial first district meeting of the NAB at the Greenbrier, White Sulphur Springs, W. Va., Nov. 19-20, according to John A. Kennedy, president of the West Virginia Network and NAB director for the district. Neville Miller, NAB officials will attend. Broadcasters from all stations in the district are expected. The district embraces Maryland, the District of Columbia, Virginia, West Virginia and North Carolina. The McNinch and Miller talks will be broadcast by CBS Nov. 19, 9-9:30 p. m. (EST).

# Meet the WSM *Dictator!*

YOU may consider him a trifle young to merit attention, but WSM thinks differently. This youngster, to us, is to-morrow's radio audience. One day he (and millions like him) will be the one who listens or refuses to listen, who buys or buys not, as he chooses.

We plan to be in the broadcasting business when this day comes. So we build to this end by doing our darndest to give the parents of to-morrow's audience the kind of broadcasting service they like to-day.

This is why we maintain one of the largest and most varied talent staffs in America—Why we check each script to see that it is in good taste and the public interest—Why we examine every product to satisfy ourselves that it will give our audience full value—Why we reject many contracts and much revenue rather than expose our audience to the slightest hint of impropriety.

*The only way we know to be sure of an audience to-morrow is by keeping faith with the audience we have to-day.*

This is not idle altruism. We can prove to your satisfaction that this WSM policy pays advertising dividends.

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

**WSM**
NASHVILLE, TENNESSEE

CLEAR CHANNEL
50,000 WATTS
N B C

National Representatives: Edward Petry & Co.

*The Faith of Our Audience Comes First*

# Exploitation Idea Acquires Sponsors, Publicity at WOPI

## Food, Auto and Radio Exhibit Proves a Big Success

**W. A. WILSON**

General Manager
WOPI, Bristol, Tenn.

TO PROVIDE something equally interesting and attractive for the fall season, WOPI from Oct. 10 to 15 held the first of what it plans as an annual Food, Auto and Radio show.

From the results obtained both for the partici-sponsors and station, it is my belief that many stations in different sections of the United States and Canada will find that such a show not only produces additional revenue but is the means, through wide and favorable publicity, of arousing great interest in and increasing the popularity of the station with all elements in the community.

Mr. Wilson

Already several of the merchants who participated have bought time on the station, and others who have not used radio before to any great extent, closed for regular advertising.

Under a 150x60-foot tent, rented especially for the occasion, WOPI provided approximately 25 booths, which were used by the participating concerns. These booths were sold for $50, decorated, and $35 undecorated. This charge was in addition to the $40 required of the 25 local firms for participation.

### Ticket Distribution

For this participating consideration, WOPI furnished each sponsor with 1,000 tickets weekly, window card displays and three spots weekly over a period of eight weeks. Except on the last night, admission to the show was free of charge upon presentation of tickets obtained from the stores of any of the exhibitors upon the purchase of 50c or more.

Each day during the Fair a complete description of the booths and contents were given over the air in addition to music by a prominent orchestra. On the last night of the show a big jamboree was held, the highlight of which was the drawing of the winner of the Chevrolet sedan.

In a novel way, a barrel containing the admission stubs was emptied and four persons selected from the audience drew four tickets each. These 16 tickets were mounted on a large wheel which was spun and shot at while in motion by a member of the local rifle range. The person whose name appeared on the back of the ticket he struck was the winner of the Chevrolet.

To station managers interested in further details required in working out this effective exploitation, I shall be happy to answer all inquiries.

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PARAMOUNT Pictures, Hollywood, has bought film rights to "The Moral Code", radio play written by Irving Reis and Maxwell Shane. The play was written for the Edward G. Robinson *Big Town* program, sponsored on CBS by Lever Bros.

# GETTING DOWN TO RADIO CASES

## Central States Employes Dissect Organization —And Offer Some Valuable Suggestions—

TO STUDY and discuss concrete cases and problems connected with the operation of the Central States Broadcasting System, more than 75 members of the staff of KFAB, KOIL and KFOR met in the Omaha general offices of the system for a four-hour clinic in latter October. The clinic was the brain child of Don Searle, CSBS general manager, and Frank Pellegrin, sales manager.

With offices and studios located in Omaha and Lincoln, and complete staffs in both cities, Searle and Pellegrin decided to get the two groups together for a conference. The CSBS Clinic developed out of that idea. Staff members in every department were notified several weeks in advance, and department group leaders appointed.

Announcers, engineers, salesmen, continuity writers, producers, were told they would have a chance to give constructive criticisms of their department or any other department in the organization; that they would be given the opportunity to tell what they thought was good and what was bad about themselves or about their fellow workers.

When Don Searle called the clinic to order at 2 p. m. Oct. 23, every KFAB, KOIL and KFOR staff member not needed to keep the three stations on the air was in attendance.

### Guest Experts

In his opening remarks, Mr. Searle stressed that the clinic was an experiment. The introductory session included an explanation of the clinic idea; an introduction of "guest experts": Gene Katz and Lowell Jackson of The Katz Agency (CSBS national representatives); Don Davis, manager of WHB, Kansas City; Craig Lawrence, commercial manager of KSO-KRNT, Des Moines, and Herb Hollister, manager of KANS, Wichita.

The group split into departmental meetings, as follows: Sales clinic, Frank Pellegrin, sales manager, chairman; engineers' clinic, Mark Bullock, chairman; continuity and service clinic, Jud Woods, Lincoln manager, chairman; announcers' clinic, Earl Williams, chairman; program and traffic clinic, Jim Douglass, program director, chairman; news clinic, Bruce Wallace, chairman; general office clinic, Paul Dodd, chairman.

**EXCHANGING** views at dinner during the recent Central State Broadcasting System's Radio Clinic, held in the Omaha offices of CSBS, are (l to r) Don Davis, manager of WHB, Kansas City; Gene Katz, The Katz Agency, New York, and Craig Lawrence, commercial manager, KRNT, KSO, Des Moines, Clinic "guest experts".

Each group held a general discussion of subjects important to that group and then suggestions for the general betterment of other departments were given. A secretary was appointed for each departmental clinic and complete notes kept on everything discussed.

For example, the Sales Clinic, under the direction of Frank Pellegrin, had an attendance of 17 salesmen and all the "guest" experts. Pellegrin opened the clinic with a general statement of sales aims and then each salesperson was given five minutes to offer suggestions for the betterment of the department—discuss sales problems and have his say about how other CSBS departments could cooperate for a better, smoother-running system. Guest experts took part in the discussion, and complete notes were kept on every point brought out.

At a general meeting the chairman of each group presented a report. For example, the sales clinic report cited specific sales problems, made recommendations for better cooperation between the sales and program departments; "aired" special sales gripes and formulated new sales policies along certain lines. Gene Katz, Lowell Jackson, Herb Hollister, Don Davis and Craig Lawrence offered suggestions. A banquet wound up the clinic. Mr. Searle presided and introduced Frank Throop, president of the board of directors of the Central States Broadcasting System.

Complete written reports from each departmental clinic chairman will contain full details of every subject discussed. Another follow-up will be a meeting of departmental chairmen to develop ideas.

## Grid Forecasts on 8

HARRY MARTIN ENTERPRISES, Chicago, announces the sale of two 15-minute programs weekly featuring football forecasts by Jimmie Evans on KIRO KRLC KFAM WCFL WLAC WAPI WDNC WMBH. During the six weeks, the forecasts have been 85.5% correct, according to Mr. Martin. Sponsors of the programs are Hemrich Brewing Co., KIRO; Weyerhauser Lumber Co., KRLC; St. Cloud Brewing Co., KFAM; Erie Clothing Co., WCFL; General Electric Supply Corp., WLAC; Crosley Radio, WAPI; Pure Oil Co., WDNC; Zenith Distributors, WMBH. Football schedules and forecast sheets are distributed as a merchandising tie-in.

## Nutrena to Use 10

NUTRENA MILLS, Kansas City, Kan. (live stock and poultry feeds), on Feb. 15, 1939, will begin a thrice-weekly quarter-hour disc program titled *Trail Blazers* on 10 stations west of the Mississippi. Simonds & Simonds, Chicago, is agency.

## Booth Places Series

BOOTH FISHERIES Corp., Chicago (fish and sea foods), has started an extensive campaign of spot announcements on an unannounced number of stations to continue through April, 1939. Frank Presbrey Co., Chicago agency, recently received the account.

# Six Blue Sponsors Obtain Discounts

## Expand Their NBC Hookups To Get Special Blue Rates

FOLLOWING the lead of Adam Hat Stores, New York, which added 20 stations to its NBC-Blue network fight broadcasts [BROADCASTING, Nov. 1], five other sponsors have increased their coverage on the Blue and thereby gained the discounts now offered to advertisers using one or more supplementary Blue groups in addition to the basic Blue. Sherwin-Williams Co., Cleveland (paints), has added 11 stations to those already carrying its Sunday afternoon *Metropolitan Opera Auditions of the Air*, of which KUTA completes the Blue Mountain Group and KTMS and KFSD the Blue Pacific Group, giving this advertiser a 10% discount for both of these groups and the Blue basic as well.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), has added the Blue Mountain and the Blue Southwestern groups to its *National Barn Dance* schedule on Saturday nights, thereby gaining a 10% discount on the Blue basic and these two supplementary groups. William R. Warner Co., New York (Sloan's Linament), has added KTOK to fill out the Blue Southwestern Group and earn a 5% discount for its *Criminal Case History* Friday evening series.

### Personnel Changes

J. B. Williams Co., Glastonbury, Conn. (shaving cream), increased its station list for *True or False* Monday evening series, by two stations, KUTA and KTMS, which fill out the Blue Mountain and Pacific groups and bring a 10% discount. Canada Dry Ginger Ale, New York, which begins sponsorship of *Information Please* on Nov. 15, has added the Blue Southern Group to bring its starting total up to 40 stations and to get a 5% discount. This discount schedule, which NBC is using to attract more extensive use of the Blue network by advertisers, went into effect Nov. 1.

Roy C. Witmer, vice-president in charge of sales at NBC, has transferred Reynold R. Kraft and Paul M. Massman from the general network sales staff to specialize on selling the Blue, working under the direction of Alvin E. Nelson, recently named Blue sales manager.

## Chicago Baseball

GENERAL MILLS, Minneapolis (Wheaties), and Socony-Vacuum Oil Co., New York, will co-sponsor the 1939 and 1940 home games of the Chicago Cubs and White Sox on WBBM, Chicago. Sponsored on alternate days by Wheaties and Mobilgas, the games will be aired by Pat Flanagan and Charlie Grimm, former Cubs manager who recently signed a three-year contract as a baseball announcer on WBBM. During the 1938 season WBBM broadcast 197 major league games including 149 games played in Chicago, 43 out-of-town games reported by wire and five pre-season contests. Knox-Reeves, Minneapolis, is agency for General Mills, and J. Sterling Getchell, Chicago, handles the Socony-Vacuum account.

1926
NBC
38
19
Time Flies

## And NBC Offers An Ever Greater Service to America

WITH each passing year, NBC adds new services to make radio of greater value to the public. Our growth is measured in terms of increased achievement in bringing educational, political, and cultural features before all listeners. Both sides on every political issue find opportunity to present their views. Great plays . . . great music . . . spectacular special events programs . . . are now almost daily fare for the millions who listen regularly to the National Broadcasting Company. Consummate artists such as Arturo Toscanini lend the touch of genius to NBC Sustaining Programs. And, NBC, on its 12th Anniversary, more than ever looks to the future for wider opportunities to offer even greater service.

**NATIONAL BROADCASTING COMPANY**

*The World's Greatest Broadcasting System*

**A Service of the Radio Corporation of America**

## News Survey Near End

STUDY of news broadcasts and their effect on the opinions and habits of their hearers, being made by James Rorty and Mrs. Rorty as a part of the Princeton University study into the effect of modern broadcasting on the life and customs of the American public, is nearing completion and should probably be ready for publication about the first of the year. Radio news services, local and national news broadcasters and commentators, dramatized news programs are all included in the study, which is even making a survey of the actual results of the recent Martian attack scare resulting from the use of news broadcasting technique on a dramatic program.

CBY is the new call of the Canadian Broadcasting Corp.'s Toronto noncommercial station, which until Nov. 1 was known as CRCY. This completes the change from the CRC call letters standing for Canadian Radio Broadcasting Commission to the CB call letters signifying Canadian Broadcasting Corp.

# Test of Power Over Sales Prices

*(Continued from Page 22)*

plicability of public utility precedent in connection with the transfer, the Commission said while under the Act an entity engaged in broadcasting is not deemed to be a common carrier, nevertheless the principle expressed is one which the Commission recognizes to be in accordance with sound public policy.

"To permit, therefore, prior losses in the operation of Station WTIC and its affiliated shortwave stations, to be capitalized in the manner proposed herein, especially when consideration is given to the fact that no benefits will flow to the proposed assignee in exchange for the assumption of the note for $1,500,000, would not be in the public interest," it was stated.

Commissioner Craven said flatly he felt the Commission should approve the assignment. The purpose, as he construed it, was that the parent company merely desired to combine ownership and operation of the station property in one corporation and thus create a more efficient and less complicated situation, both on its books and in actual conduct of the station. The price for the tangible property of $500,000, Commissioner Craven said, is so close to what the property is actually worth that it cannot be the basis for objection. The objection of the examiner, he said, centered entirely on the assumption of the contingent liability of $1,500,000 by the new subsidiary. He said he was unable to follow the examiner's reasoning since he seemed to place two "diametrically opposite interpretations on the legal significance of the obligation."

Regarding the right to recover losses, Comdr. Craven said he knew of no law or philosophy of regulation in which it is a good public policy to deprive a pioneer of the opportunity to regain the moneys expended for development, when the development has resulted in benefit to the public. Then he launched into a discussion of the common carrier aspects and the "bare bones" policy which he alleged the majority had voted in this instance.

Comdr. Craven said he knew there had developed a doctrine of public utility regulation which does not recognize the right of public utilities to recover pioneering losses but he held that the Communications Act specifies in effect that broadcasting is not a common carrier service. While courts have recognized stations as being public utilities, he added he knew of no instance in which they have inferred that stations may be classified as public utilities in the same sense as are railroads, power and light companies or gas companies. He added he felt the time has not yet arrived where the development of broadcasting justifies the application of common carrier doctrines of rate regulation, either by inference or by direct action.

"Furthermore," the Commissioner added, "such a policy appears to be illogical because the situation in broadcasting differs so greatly from the situation of common carriers that the same principles of regulation could not be applied with a logical expectancy of successful operation of the broadcasting service.

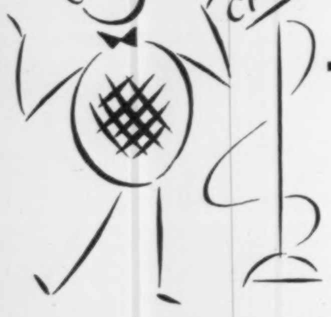
"A possible further reason for not imposing the doctrines of common carrier regulation upon broadcasting is that Congress clearly intended that while it desired to exercise a control of the application of broadcasting to the service of the public during the early development stages of this new art, it did not desire the administrative branches of the Government to so exercise control as to endanger freedom of speech and the use of radio as a media for public expression of various schools of thought on a fair and equitable basis. Therefore the Commission should proceed with caution in exercising its power under the guise of public utility doctrines of regulation."

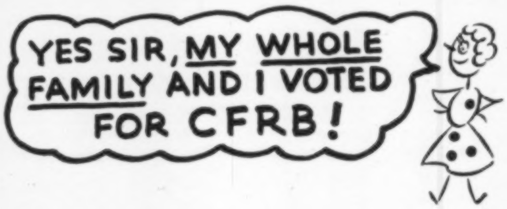
### Need of Uniform Policy

Mr. Craven stated that price consideration in excess of tangible property value has repeatedly been before the Commission during the past two years and has been the subject of extensive briefs and oral arguments. He said he regretted the Commission had not yet found it possible to adopt a policy which it could uniformly apply and to which parties may look for guidance for entering upon such transactions. Businesses under private ownership, he said, necessarily change hands from time to time, and in this respect broadcasting is like any other business. He emphasized that the basis on which a business or an interest in it may be disposed of is of tremendous importance to the investor and the Commission's policy "will have a lot to do with attracting or driving away capital and the pioneering spirit in the various fields of radio communication."

Commissioner Craven said that several different theories have been suggested as the proper interpretation of Sections 301 and 310 (b) of the Act dealing with transfers. One is that the Commission has no power whatever to take price into consideration and the other is the "bare bones" policy. In the latter

**By popular vote**
**THE MOST POPULAR STATION**
**in CANADA'S WEALTHIEST MARKET!**
**CFRB, TORONTO ONTARIO**




YES SIR, MY WHOLE FAMILY AND I VOTED FOR CFRB!

**Recently made public, the results of a straw vote conducted by a popular trade publication gives CFRB the popularity-edge over its nearest competitor by the astounding ratio of 3 to 1! Wholly voluntary replies to this poll which asked listeners to name their favourite radio station offer conclusive proof of CFRB's popular coverage!**

**Distribution of the buying power of Canadian Industry, based upon the purchases of commodities and materials used in manufacturing, shows Ontario to have nearly 50% of the national total. When industrial purchases are added to consumer buying power, Ontario becomes a 2½ billion-dollar market. CFRB, located in Toronto, Ontario, in the centre of a listening area of 54 cities and towns, is the KEY to this potential market!**

**For over twelve years CFRB has adhered to its inaugural policy of bringing the best features and entertainment to its listeners. Affiliated with the Columbia Broadcasting System, CFRB consistently brings world events and news to Canadian listeners, through this network.**

**CFRB's twelve years of unbiased service has built an audience goodwill that puts dollars in the pockets of shrewd advertisers. Get all the facts regarding CFRB's popular coverage before placing YOUR radio program in Canada's richest market!**

**CFRB TORONTO**
**THE KEY TO ONTARIO SALES!**

**Advertising Representatives in U. S. A.**
**JOSEPH HERSHEY McGILLVRA**
**New York ● Chicago ● San Francisco**
**Los Angeles ● Atlanta**

instance the viewpoint appears to be that if the Commission approves a transfer involving a price more than the value of the tangible assets, it is in effect allowing a wavelength or license or some other interest to be sold. He contended this theory is fallacious because the new licensee must still come before the Commission for periodical renewals of his license, must expressly waive any claim in every application for renewal, and must accept a license which, on its face, says he has no right of ownership, just as does the statute itself.

If any theory is adopted, the Commission must be consistent in applying it, Comdr. Craven stated. "It is just as illegal to pay $25,000 more than the value of the assets as it is to pay $1,500,000 more. Every such case would have to be decided (so far as price is concerned) purely and simply on the basis of evidence as to the value of the property. Yet in recent months we have repeatedly approved transfers where the undisputed evidence showed that the price was substantially larger than the value of the property. The only distinction between this case and others is that a larger station and consequently, larger sums of money are involved."

Declaring he did not believe the "bare bones" policy could be justified legally or practically, Comdr. Craven said that it would lead to difficulties in administering the Act and places a "terriffic obstacle" in the way of progress in advancement of the industry. An immediate problem would arise, he said, in reference to sales of stock in corporations that hold radio licenses. Stock in a number of these licensees, such as RCA and CBS, is freely traded in on the large exchanges. It is impractical to say that a man who holds 10 shares of such stock may sell it at the market and then turn around and say that a man who wants to sell 51% of stock in the same corporation can only sell it at a price based on the value of the physical assets, he argued.

### Serial Security

**BECAUSE** the *Johnson Family*, heard on MBS, is wholly dependent upon one person, its creator, Jimmy Scribner has been insured for $100,000. So effective is his personification of the 22 characters appearing in the sketches that listeners still send in fan mail addressed to the individual characters mimicked by Mr. Scribner.

#### The Tax Angle

Moreover, he said there would be the problem involved in disposition of an estate if the Bureau of Internal Revenue says that the estate tax must be fixed on some ratio of price to earnings "and yet we do not permit the stock to pass at a price that is sufficient to meet the Federal tax."

Discussing other theories regarding transfers, Commissioner Craven said he would not venture to say what the ratio of sales price to earnings should be. Perhaps it should be ten to one or more or less, he declared. "However, I can readily see the danger of the Commission adhering to such a theory. It runs the danger of tempting licensees to extract the highest possible profit out of a station to justify highest possible purchasing price. It will prove unjust to institutions which have operated their stations on a non-commercial basis, and who find it desirable to dispose of the stations."

**AFTER** an address on "The Economic and Social Aspects of Radio" by W. B. Ryan, NBC sales manager in San Francisco (left), President Don R. Harris (right) and his fellow members of the University of California chapter of Alpha Delta Sigma, scholastic advertising fraternity, recently broadcast a half-hour roundtable, *ADS Examines Radio*, on KRE, Berkeley, first program from the new KRE studios.

Commissioner Craven concluded he had no definite pronouncement as to the proper theory "other than to state that it is my opinion that in all such cases involving transfer of licenses the fundamental factor to be considered is the interest of the public rather than the price paid by the purchaser.

"In the consideration of a price the Commission may properly take into account accumulated losses of the past due to causes such as pioneering expenses, development of a listening audience, and operation of the station on the basis of a high class program service under a heavy economic disadvantage," he said. "While it may be advisable for the Commission to take into consideration as a factor of public interest the ability of an assignee to operate a station successfully from a financial standpoint, the Commission should not be eager to insist on immediate profits. It should be recognized that in any long range development it is not unsound to operate a business at a loss in the early stages. Therefore the Commission should not be restrictive in such cases, but should consider the matter with foresighted liberalism on a sound business basis.

"While the Communications Act of 1934 clearly indicates that licensees have no ownership in frequencies and that no frequency can be sold, there is nothing in this Act which precludes the Commission's granting an application to transfer a station's license to another licensee when it is clearly shown that the operation of the station by the new licensee will be in the public interest and provided that in the transfer the frequency itself is not sold and provided the transactions are made by honest business men as a result of the application of sound business in accordance with the laws of economics."

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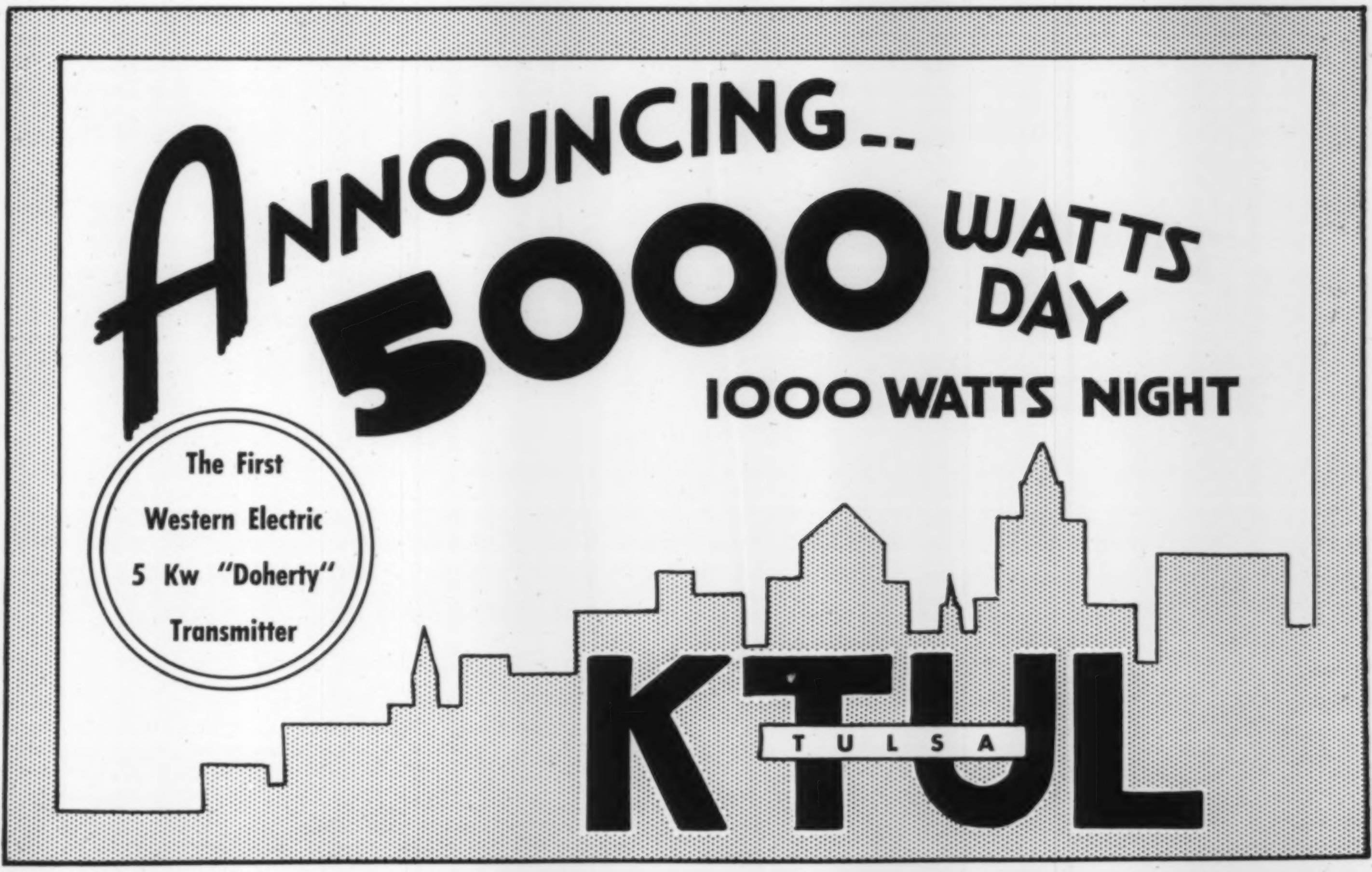
MARLIN RAZORS, Bridgeport, Conn., on Nov. 9 began local sponsorship of the MBS cooperative show, *Famous Jury Trials*, on WICC, Bridgeport. Account is handled direct.



ANNOUNCING..
5000 WATTS DAY
1000 WATTS NIGHT

The First
Western Electric
5 Kw "Doherty"
Transmitter

KTUL
TULSA

## Press Wireless Denied Foreign Relay License

DENIAL of the application of Press Wireless Inc. to establish radiotelephone service for relays of international broadcasts from abroad, in competition with RCA and A. T. & T., was announced Nov. 4 by the FCC. MBS, it was brought out, proposed to employ the facilities for interchange of programs, testfying at the hearing that its interest in the proposal was based upon the possibility of a lower rate.

The Commission found that Press Wireless had failed to show a public need for the proposed telephone transmission either for regular press traffic or for additional program transmission service. The lower rates tentatively proposed, it added, were "without significance in the absence of a showing of applicant's ability to render an adequate service."

## Griffin in South

GRIFFIN MFG. Co., Brooklyn, New York (All-Wite shoe cleanser), having concluded its summer CBS program, *Time To Shine*, on Oct. 11, is planning to start its usual winter spot campaign in Florida. Campaign will consist of 36 announcements and time signals weekly to start Nov. 28 on WQAM, Miami, to run four months. On Jan. 2, the sponsor will add WDBO, Orlando, WJNO, West Palm Beach, WFLA, Clearwater, and WSUN, St. Petersburg, and, in February, WJAX, Jacksonville, to run 13 weeks. Bermingham, Castleman & Pierce, New York, is agency,

KATE

250 WATTS
1420 KC

Modern is the word for Minnesota.

Especially southern Minnesota, with its vast up-to-the-minute meat packing industry and its leadership in scientific dairy farming.

Then, too, there's KATE . . . where the latest in studio and transmitter development combines with outstanding public service to provide the sort of broadcast service southern Minnesota deserves.

ALBERT LEA
BROADCASTING
COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

INSPECTING the antenna of W5XD, new 100-watt ultra-high frequency transmitter designed and built by WFAA engineers, is Ray Collins, technical supervisor of WFAA, Dallas. Located atop the Tower Petroleum Bldg. in downtown Dallas, the tip of the antenna is 386 feet above ground. The transmitter, on the 22d floor, is being placed at the disposal of educational, civic and music organizations for the broadcast of cultural programs. W5XD, which went on the air Oct. 31, is carrying two hours daily of WFAA programs.

## WPEN-AFM Dispute

DISPUTE between WPEN, Philadelphia, and the American Federation of Musicians local in that city over the amount that station should expend for union musicians is still unsettled. An attempt to get Joseph N. Weber, AFM national president, to make a ruling ordering the Philadelphia local to accept a smaller amount from WPEN than it is asking for failed when Mr. Weber refused, stating that he had no authority to make such an order, the question being one of local jurisdiction. No further meetings have been scheduled, although they will probably be resumed shortly. Meanwhile the station staff orchestra continues to perform as before, the union having turned down its proposed strike in favor of reaching a decision through arbitration.

REACHES
That rich territory
between Spokane
and Butte...

1. Rich irrigated farm lands.
2. Spendable income over $652 per capita.
3. Over 10 million dollars in PWA construction alone, under way or approved in this region.
4. Only one station covers this area.

KGVO
Missoula, Montana
CBS Affiliate 5,000 watts

### Once Is Enough

EMERY MELBORN, engineer at KWLK, Longview, Wash. is hoping that lightning will not strike twice. He was recently given a knockout punch when a bolt struck the station's antenna tower. KWLK was off the air for a few hours, but was otherwise unaffected.

## ASCAP in Canada Asks Rate Boost

### Increase of 6 Cents Sought in Receiving Set Fees

By JAMES MONTAGNES

AN INCREASE of six cents per licensed receiver is being sought by the Canadian Performing Rights Society, Canada's ASCAP, on which to levy the 1939 fees from the broadcasting stations. The 1938 rate was eight cents per licensed receiver, which netted the Society $83,080 from the broadcasters. This year the Society asks 14 cents per licensed set as of March 31, 1938, when 1,104,207 receivers were licensed, according to government records.

This year the Society is endeavoring to collect $190,978 for the use of its repertoire by radio broadcasting stations in Canada during the calendar year 1939. In addition to the $154,588 to be realized by the tax on licensed sets, an additional $36,390 is to be levied on 3,639 commercial radio set users at $10 per set.

Last year the Society also endeavored to collect 14 cents per receiver, but the copyright appeal board under the Department of State at Ottawa ruled that conditions in Canada had not changed from those in 1935 when a Royal Commission had set the rate at 8 cents per licensed receiver. The CPRS last year based their increase on an increase awarded the parent society in England to 14 cents.

Broadcasters and other music users have till Nov. 30 to present their case before the appeal board. The Canadian Association of Broadcasters and the Canadian Broadcasting Corp. work in harmony on this appeal, although the CBC stations are not members of the CAB. The CAB representatives were in Ottawa the week of Nov. 7 to present their case.

## Vermont Maid Syrup

PENICK & FORD, New York (Vermont Maid Syrup), through J. Walter Thompson Co., that city, on Nov. 1 started for 17 weeks, thrice-weekly participation in the quarter-hour *Early Morning News* by Norman Nesbitt, on 13 California Don Lee network stations, Tuesday, Thursday, Saturday, 7:45-8 a. m. (PST). Other thrice-weekly participants are Scudder Food Products Inc., Monterey Park, Cal. (potato chips); Wernet Dental Mfg. Co., New York (Polident); Peter Paul Inc., Naugatuck, Conn. (Ten Crown gum), and Los Angeles Soap Co., Los Angeles (White King soap).

## in the CONTROL ROOM

AMOS B. COLLINS, of the FCC field staff in New York, has been transferred to the New Orleans office, replacing W. Irving Abbott, who has been assigned to the Dallas office. Carl A. Johnson of the Dallas office has been assigned to New Orleans.

NORMAN HURLEY has been named chief engineer of WAPI, Birmingham, succeeding Clayton Dow, who has left radio to enter the insurance business in Montgomery; and Jimmy Evans and Bill Wrye have joined the engineering staff.

ROBERT LAWTON, formerly with Hart Enterprises, New Orleans, and a graduate of Loyola University, has joined the engineering staff of WWL, New Orleans.

GERALD SELLAR, junior supervisor in NBC's New York master control room, is the father of a girl born Oct. 19, the Sellars' first daughter and second child.

FLOYD HUBBARD recently joined the engineering staff of WOMI, Owensboro, Ky., replacing Asa W. Adkins Jr., who recently accepted a position as experimental engineer with the Ken-Rad Corp., Owensboro.

REG. DURIE, formerly government radio operator at Churchill, Man., has joined CFAR, Flin Flon, as operator.

TONY THOMPSON assistant supervisor of New York master control at CBS, has been promoted to acting supervisor of field engineering. Jack Norton, formerly assistant supervisor of field engineering, will take over Mr. Thompson's duties.

J. NAT JOHNSON, head of J. Nat Johnson & Co., Chicago tower installation firm, has returned to his desk following an illness of several weeks.

LENNIE HAYDEN, KFWB, Hollywood, technician, is the father of a girl born Oct. 31.

ROBERT E. STUDY, chief engineer of WOV-WBIL, New York, and WPEN, Philadelphia, is the father of a girl born Nov. 4.

WILLIAM P. SIEGMAN, formerly chief engineer of WTOL, Toledo, and more recently chief engineer of WIBC, new 1,000 watter in Indianapolis, has resigned.

## Don Lee Video Shift

SOUND channel of W6XAO, Los Angeles, the Don Lee Broadcasting System television experimental station, has been lowered from 54 to 49.75 megacycles, according to Harry R. Lubcke, television director of the network. Switch was in accordance with the allocation of specific channels to television scheduled to go into effect in April, 1939, under FCC rules. New allocation calls for the sound and sight transmitter frequencies to be closely adjacent so that the combined program can be received simultaneously with ease, he stated. The image channel of W6XAO remains at 45 megacycles.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Nov. 4 altered the format of its CBS *Burns & Allen* show, introducing a weekly musical comedy in which original music and lyrics by Bert Kalmar and Harry Ruby are featured. Musicals will occupy the full half-hour, using the regular cast. Ray Noble has the orchestra.

APPLICATION for a new 100-watt station on 1420 kc. has been filed with the FCC by the *Cedar Rapids* (Ia.) *Gazette*.

# NBC Ending Work At Hollywood Site

### To Be Finished in December; San Francisco to Be Next

FINISHING touches on NBC Hollywood Radio City, the network's new RCA equipped western division headquarters at Sunset Blvd. and Vine St., will be completed in early December when the general public will be admitted on regular escorted tours through the building, according to Don E. Gilman, vice-president.

Although the entire working personnel of the organization has been moved into the three-story executive building and programs are being broadcast from the various studios with the general public admitted by ticket, workmen are expected to be on the job for several weeks. The organ studio is still to be finished.

### San Francisco Plans

Several weeks are required for adjustment of the air-conditioning plant and final completion of the basement which will house the $10,000 RCA special equipment display and NBC exhibit. This will form part of the escorted tour. The terrazzo lobby floor is to be refinished and walls remain to be painted. A 25 x 40 foot mural, The Spirit of Radio, executed by Ed Trumbull, Connecticut artist, after several weeks delay, has been installed in the main foyer of the building over the master control room, which is open to public view. Besides the executive building, NBC Hollywood Radio City contains four large theatre-auditoriums and four small studios [BROADCASTING, Nov. 1].

With occupancy of the new Hollywood quarters, it is expected that Mr. Gilman will turn his attention to San Francisco and select a new building to house the network's studios and executive offices. NBC has occupied its present San Francisco quarters at 111 Sutter St. since 1927, and it is understood the network will spend more than $500,000 on its new project, getting under way shortly after the first of next year. Lloyd E. Yoder is NBC San Francisco manager and operating director of KPO and KGO.

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## Kentucky Educators

REPRESENTATIVES of radio stations and educational institutions throughout Kentucky met Nov. 5 at WHAS, Louisville, to form a committee on radio in education, and elected Elmer G. Sulzer, director of radio at the University of Kentucky, as chairman. Morton Grodzins, University of Louisville, was elected secretary. Aims of the committee will be to educate persons engaged in preparing educational broadcasts for schools, colleges and similar institutions on the methods and limitations of radio in education and to advise stations on the educational worth of programs offered them. Preparation of a booklet was discussed, and the next tentative meeting date was set for January.

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RECORDINGS of the eight Shakespearean dramas broadcast by CBS during the summer of 1937 will be permanently preserved in the National Archives in Washington, D. C.

## Spots for Vovox

HYDROSAL Co., Cincinnati (Vovox vanishing cream), will soon start a test campaign of spot announcements in two or three markets with plans for expansion, according to M. H. Petersen, radio director of H. W. Kastor & Sons Adv. Co., which recently acquired the account.

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## 18 On Cocomalt List

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), is running a late fall campaign of one-minute transcribed announcements twice daily, five days a week on 18 stations. No addition to the list is contemplated at present. J. M. Mathes, New York, is in charge.

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WHEN, as and if King George VI and Queen Elizabeth of England visit America next summer, NBC, CBS and MBS plan to carry complete broadcasts of different events which may be scheduled for the Royal pair both in this country and in Canada. Definite plans will be made after the royal itinerary is completed.

## THE BACH TEMPEST
### Settles Back in Its Teapot
### After FCC Letter

DISCLAIMING power to prevent broadcast stations from performing classical music in swing style, the Federal Communications Commission has advised Alfred L. Dennis, president of the Bach Society of New Jersey, to complain to stations about the matter.

Chairman Frank R. McNinch told Mr. Dennis that "evidence of the transmission of material contrary to the public interest or in violation of law" is considered in renewing licenses but he pointed out limitations imposed on the FCC by statute.

Roy Harris, noted American classical composer, took a different slant in writing to Mr. Dennis, recalling that long before Bach's time there were outbursts against composers who dared to attempt new styles. He added Bach himself turned out some jaunty and dissonant numbers.

## NBC Gets Court Order Enjoining Jersey Board

REFUSING to acknowledge the authority of the Public Utility Commission of New Jersey over erection of a broadcasting transmitter in that state, NBC has obtained from Judge Philip Forman of U. S. District Court in Trenton an order requiring the Commission to show cause why it should not be enjoined from acting against NBC. Hearing will be held in December. NBC was ordered to appear before the Commission when it failed to ask permission to construct a transmitter for a shortwave station, W2XDG, at Bound Brook, for which the network had received a construction permit from the FCC, under an old New Jersey law giving the state body power over broadcasting [BROADCASTING, Oct. 1]. NBC claims that the law is invalid, as all regulation of radio belongs to Congress and is not a matter for State concern.

1¾ HOURS PER DAY

. . . That's the schedule Procter and Gamble uses on

KFYR

*five days per week*

| | |
|---|---|
| Oxydol, 2 quarter hours | Camay, 1 quarter hour |
| Dreft, 1 quarter hour | Naptha Soap, 1 quarter hour |
| Ivory, 1 quarter hour | Crisco, 1 quarter hour |

Increased sales have proved the wisdom of each year increasing their schedules on

KFYR

THE REGIONAL STATION WITH THE CLEARED CHANNEL COVERAGE

550 kilo. MEYER BROADCASTING CO. 5,000 day
NBC Affiliate *Bismarck, N. Dakota* 1,000 night
GENE FURGASON & CO., *National Representatives.*

# THE *Business* OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### KNX, Hollywood

United States Products Corp., San Jose, Cal. (Signet Apple Juice), 6 *sp* weekly, thru Long Adv. Service, San Jose.

Safeway Stores, San Francisco (Lucerne canned milk), 18 *sa*, thru J. Walter Thompson Co., San Francisco.

Penick & Ford, New York (Vermont Maid Syrup), 3 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Washington State Apples, Wenatchee, Wash. (apples), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.

Nash-Kelvinator Corp., Kenosha, Wis. (Nash Division), 13 *ta*, thru Geyer, Cornell & Newell, Detroit.

Gordon Bread Co., Los Angeles (chain bakery), 5 *sp* weekly, thru Mayers Co., Los Angeles.

### WOC, Davenport

Western Grocer Co., Marshalltown, Ia. (Jack Spratt foods), 3 *t* weekly, thru Coolidge Adv. Agency, Des Moines.

Skelly Oil Co., Kansas City, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

Chrysler Corp., Detroit (Dodge), *sa* series, thru Ruthrauff & Ryan, Chicago.

Falstaff Brewing Co., St. Louis, *sa* series, thru Gardner Adv. Agency, St. Lewis.

Albert Miller Co., Chicago (potatoes), 6 *sa* weekly, thru Mitchell-Faust Adv. Co. Inc., Chicago.

### WOAI, San Antonio

Maytag Co., Newton, Ia. (washing machines), 13 *sa*, thru McCann-Erickson, Chicago.

Nash-Kelvinator Corp., Detroit (autos), 26 *ta*, thru Geyer, Cornell & Newell, N. Y.

Akron Lamp & Mfg. Co., Akron, 2 *sp*, thru Guenther Bradford & Co., Chicago.

Duncan Coffee Co., Houston, daily *sa*, thru Steele Adv. Agency, Houston.

Thomas Leeming & Co., New York (Baume Bengue), 90 *sa*, thru Wm. Esty & Co., N. Y.

### KPO, San Francisco

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Safeway Stores, San Francisco (Lucerne Milk) 10 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

Golden Gate Macaroni Co., San Francisco (macaroni), 2 *sa* weekly, thru Emil Reinhardt Adv., Oakland.

### KYA, San Francisco

Dodge Clothing Stores, San Francisco (clothing store chain), 12 weekly *sa*, thru Allied Advertising Agencies, San Francisco.

Musician's Union of San Francisco, 1 *sp*, direct.

### WQXR, New York

Nash Motor Co., Kenosha, Wis., 32 *t*, thru Geyer, Cornell & Newell, N. Y.

Railway Express Agency, New York, 26 *sa*, thru Caples Co., N. Y.

### KTHS, Hot Springs, Ark.

Utilities Engineering Institute, Chicago, weekly *t*, thru First United Broadcasters, Chicago.

Chicago Bedding Co., Chicago *sp* series, thru Selviair Bcstg. Co., Chicago.

Chattanooga Medicine Co., Chattanooga, *sa* series, thru Nelson Chesman & Co., Chattanooga.

E. Myers Lye Co., St. Louis (Merry War lye), *ta* series, thru Anfenger Adv. Agency, St. Louis.

Maytag Co., Newton, Ia., 6 *sa* weekly, thru McCann-Erickson, N. Y.

Magnolia Petroleum Co., Dallas, *sa* series, thru Ratcliffe Adv. Agency, Dallas.

Zerbst Pharmacal Co., St. Louis (proprietary), *sa* series, thru Barrons Adv. Agency, Kansas City.

Gardner Nursery Co., Osage, Ia., *t* series, thru Northwest Radio Adv. Co., Seattle.

### WNAX, Yankton, S. D.

F & F Laboratories, Chicago (cough drops), 6 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.

Mantle Lamp Co., Chicago, 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.

Foley & Co. Chicago (cough syrup), 6 *sp* weekly, thru Lauesen & Salomon, Chicago.

### KFI, Los Angeles

Institute of Applied Science, Chicago (correspondence school), weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.

Dr. Harry Davis & Associates, Los Angeles (optometry) 2 *sp* weekly, thru E. A. Wesley Agency, Los Angeles.

### WATL, Atlanta

Pacquin Laboratories Corp., New York (cosmetics), 3 *sa* weekly, thru Wm. Esty & Co., N. Y.

B. F. Goodrich Rubber Co., Akron, weekly *t*, thru Ruthrauff & Ryan, N. Y.

### WAAB, Boston

Gambarelli & Davitto, New York (Speas Apple wine), *sp* weekly, thru De Biasi Adv. Agency, N. Y.

### WOR, Newark

Television Training Corp., New York, weekly *t*, thru Huber Hoge & Sons, N. Y.

Ramsdell Co., New York (Sulphur Cream and Rita-Sav), 5 *sp* weekly, thru William Irving Hamilton, N. Y.

Bell & Co., New York (Bell-Ans), 4 *sp* weekly, thru Anderson, Davis & Platte, N. Y.

Gambarelli & Davitto, New York (Speas Apple wine), *sp* weekly, thru De Biasi Adv. Agency, N. Y.

Washington State Apples, Wenatchee, Wash., 3 *t* weekly, thru J. Walter Thompson, San Francisco.

John Morrell & Co., Ottumwa, Ia. (E-Z Cut ham), 5 weekly *sp*, thru Henri, Hurst & McDonald, Chicago.

John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), 5 weekly *sp*, thru Henri, Hurst & McDonald, Chicago.

### WDRC, Hartford

M. J. Breitenbach Co., New York (Pepto-Mangan), 18 *ta*, thru Morse International, N. Y.

Grove Laboratories, St. Louis (Four Way tablets), 100 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Penick & Ford, New York (Brer Rabbit molasses), 102 *ta*, thru J. Walter Thompson Co., N. Y.

### KFI, Los Angeles

Ludens Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes, N. Y.

Oneida Ltd., Oneida, N. Y. (silverware), 2 *sa* weekly, thru BBDO, N. Y.

Flamingo Sales Co., Hollywood (nail polish), 5 *sa* weekly, thru Buchanan & Co., Los Angeles.

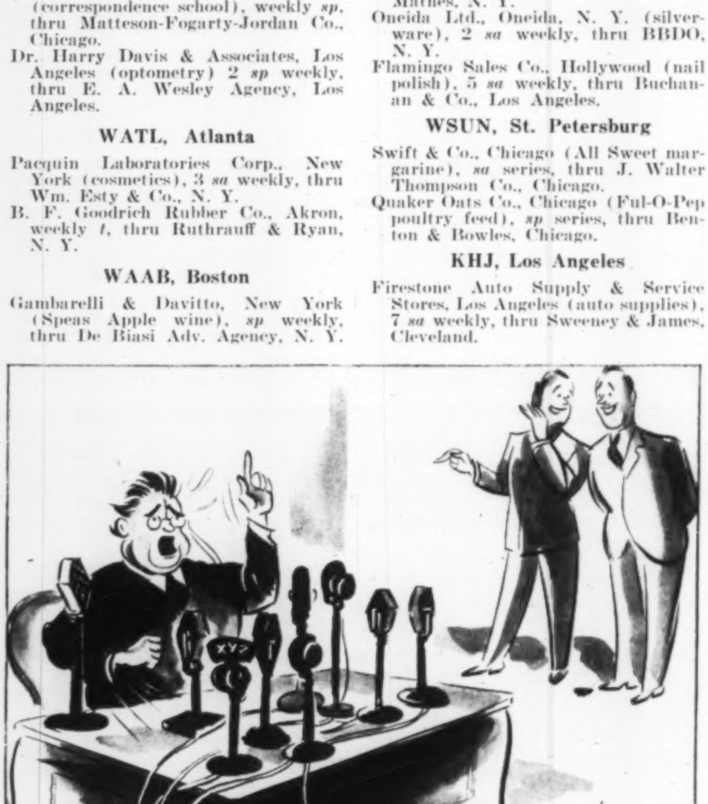
### WSUN, St. Petersburg

Swift & Co., Chicago (All Sweet margarine), *sa* series, thru J. Walter Thompson Co., Chicago.

Quaker Oats Co., Chicago (Ful-O-Pep poultry feed), *sp* series, thru Benton & Bowles, Chicago.

### KHJ, Los Angeles

Firestone Auto Supply & Service Stores, Los Angeles (auto supplies), 7 *sa* weekly, thru Sweeney & James, Cleveland.



Drawn for BROADCASTING by Sid Hix

*"Every Mike But One Is Dead, But We Like to Make These Local Politicians Feel Like Big Shots."*

### KFRC, San Francisco

Southern California Inc., Los Angeles (booster group) 2 weekly *t* and 55 *sa*, thru BBDO, Los Angeles.

Fruit Industries, Los Angeles (fruits), 3 *sa* weekly, thru Emil Brisacher & Staff, Los Angeles.

Swift & Co., Chicago (Allsweet), 5 *ta* weekly, thru J. Walter Thompson Co., Chicago.

Chrysler Corp. (Dodge Division), Detroit (automobiles), 10 *ta*, thru Ruthrauff & Ryan, N. Y.

Gas Appliance Society of Cal., San Francisco, 30 *sa*, thru Jean Scott Frickelton Adv., San Francisco.

General Mills, San Francisco (flour), 5 *t* weekly, thru Westco Adv. Co., San Francisco.

Gardner Nursery Co., Osage, Ia., 15 *sp*, thru Northwest Radio Adv. Co., Seattle.

### KPO, San Francisco

Pepsodent Co., Chicago (antiseptic), 5 *sp* weekly, thru Lord & Thomas, Los Angeles.

Wesson Oil & Snowdrift Co., San Francisco, weekly *sp*, thru Fitzgerald Adv. Agency, New Orleans.

Union Oil Co., Los Angeles (glass cleaner), weekly *sp*, thru Lord & Thomas, Los Angeles.

Tillamook County Creamery Assn., Tillamook, Ore. (cheese), weekly *sp*, thru Botsford, Constantine & Gardner, Portland.

Sperry Flour Co., San Francisco (flour), weekly *sp*, 5 weekly *sp*, thru Westco Adv., San Francisco.

Industrial Training Corp., Chicago (instruction), weekly *t*, thru James R. Lunke & Associates, Chicago.

Bathasweet Corp., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kieswetter Adv. Agency, N. Y.

### WFAA-WBAP, Dallas-Fort Worth

Allis Chalmer Mfg. Co., Milwaukee (Tractors), 2 *sp* weekly, thru Bert S. Gittins Adv., Milwaukee.

American Cranberry Exchange, New York (Eatmor cranberries), 6 *sa* weekly, thru BBDO, N. Y.

Beaumont Laboratories, St. Louis (4-way cold tablets), weekly *t*, 20 weeks, thru H. W. Kastor & Sons Adv., Chicago.

Grove Laboratories, St. Louis (Bromo-Quinine), 7 *sa* weekly, 20 weeks, thru H. W. Kastor & Sons Adv., Chicago.

Lone Star Gas System, Dallas (natural gas service), 6 *sp* weekly, 13 weeks, direct.

### WLW, Cincinnati

American Cranberry Exchange, New York, 3 *sp* weekly, thru BBDO, N. Y.

Musterole Co., Cleveland (proprietary), weekly *t*, thru Erwin Wasey & Co., N. Y.

Manhattan Soap Co., New York, 2 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

Mantle Lamp Co., Chicago, 3 *t* weekly thru Presba, Fellers & Presba, Chicago.

### WHN, New York

B-C Remedy Co., Durham, N. C., 21 *sa* weekly, 52 weeks, thru Charles W. Hoyt Co., N. Y.

Railway Express Agency, New York, 26 *sa* weekly, 8 weeks, thru Caples Co., N. Y.

Silver Pine Mfg. Co., New York, *sa* 13 weeks, thru Dundes & Frank, N. Y.

### WMT, Waterloo, Ia.

Sargent & Co., Des Moines (feed), 4 *sp* weekly, thru Fairall & Co., Des Moines.

P. F. Petersen Baking Co., Omaha, 5 *sp* weekly, thru Earl Allen Adv. Agency, Omaha.

### KGO, San Francisco

Railway Express Agency, New York, 6 *sa* weekly, thru Caples Co., N. Y.

RCA Mfg. Co., Camden, 6 *sp* weekly, direct.

### WTMJ, Milwaukee

Nash-Kelvinator Corp., Detroit, 26 *sa*, thru Geyer, Cornell & Newell, Detroit.

# Radio Advertisers

**CALIFORNIA-OREGON POWER** Co., Medford, and Mountain States Power Co., Albany, Ore., in a cooperative radio campaign in the Pacific Northwest, are using the twice-weekly quarter-hour transcribed series, *Woman's Forum of the Air*, on KFJI, Klamath Falls; KOOS, Marshfield and KRNR, Roseburg, has added KMED, Medford to its list. Series was placed thru the radio programs division of Walter Biddick Co., Los Angeles.

**LAGUNA PLANT & SEED** Co., Maywood, Cal., placing direct and using radio for the first time, in a four-week test campaign which started Oct. 14, is sponsoring *Garden Talks* on KFOX, Long Beach, Cal., thrice weekly.

**BELL & Co.**, Orangeburg, N. Y., has added a 15-minute program of songs by *Tex Fletcher, the Lonely Cowboy*, on WOR, Newark, to the three five-minute programs already being broadcast for the promotion of Bell-Ans tablets, Tuesdays, Thursdays and Saturdays, 8:15-8:30 a. m. The new program is heard at noon on Tuesdays. Anderson, Davis & Platte, New York, is agency.

**PAUL R. DILLON** Co., New York, on Nov. 1, started a test campaign of weekly spot announcements on WNEW, New York, to promote Hanford's Sweet Butter. White-Lowell, New York, is handling the account.

**ELLBEE FURRIERS**, New York, is running an extensive campaign of programs ranging from 15 minutes to two hours on three New York stations, WNEW, WINS, and WMCA. Weill & Wilkins, New York, is agency.

**CASTILIAN SOAP** Co., Hollywood, using radio for the first time in a test, and placing direct, on Oct. 31 started sponsoring the six-weekly quarter-hour transcribed *Castilian Kid* program on KMTR, Hollywood.

**SAHUARA CHEMICAL** Co., Downey, Cal. (Say-Hura soap suds), through Advertising Arts Agency, Los Angeles, has started regional advertising and using radio for the first time, on Nov. 9 started six-weekly participation in *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Contract is for 13 weeks.

**KARL SHOE STORES**, Los Angeles (chain store), after a test on KFI, that city, on Oct. 24 renewed the six-weekly quarter-hour *News by Pat Bishop*. Contract is for 13 weeks, with placement thru Pacific Market Builders, Los Angeles.

**FLAMINGO SALES** Co., Hollywood (nail polish), using four and five spot announcements weekly on KNX and KFI, in a 13-week campaign, on Nov. 7 added KPO, San Francisco to its list, utilizing six spots weekly. Agency is Buchanan & Co., Los Angeles.

**WASHINGTON STATE** Apples Adv. Commission, Seattle (fresh apples) recently launched a small campaign over KSTP, St. Paul, using participation on *Betty Baxter's* program; two New York stations; and KNX, Hollywood, participation in the *Fletcher Wiley* program. The current campaign is but a portion of the series of air campaigns conducted by this organization the year around. Account is handled by J. Walter Thompson Co., San Francisco.

**A SPECIAL** series of commercial announcements for use in connection with the transcribed serial *Dan and Sylvia* sponsored by Maple Leaf Milling Co. Ltd., Toronto, has been recorded by Associated Broadcasting Co., Toronto, for use on 24 stations across the Dominion. The account was handled by Cockfield Brown & Co. Ltd., Toronto.

## Sponsored Events

FOR broadcasts tied in with special events like *National Pharmacy Week*, *National Fire Prevention Week*, and local football and baseball games, KYOS, Merced, Cal., reports "extremely successful" results from carrying them as community participating programs. Sponsorship is institutional and sold from the angle of cooperative community promotion, stressing the availability of such programs to small dealers who individually could not afford to buy radio time.

**WEBSTER-EISENLOHR**, New York (Girard cigars), has taken over sponsorship of *Sports Quiz* on WMCA New York, Fridays, 7:30-8 p. m. Program, an audience participation show dealing exclusively with sports problems, features Jimmy Powers, sports editor of the *New York Daily News*, and Bert Lee, WMCA sports commentator. Agency in charge is N. W. Ayer & Son, Philadelphia.

**CENTRAL NATIONAL BANK** of Cleveland has begun sponsorship of *Empire Builders* on WGAR, Cleveland, five times weekly. Narrated by Carl George, it is the story of persons who have made contributions to the advance of civilization.

**JOHN MORRELL & Co.**, Ottumwa, Ia. (Red Heart dog food), on Nov. 17 starts *Doggy Dan & The Red Heart Man*, six 10-minute live shows weekly on WMAQ, Chicago. Henri, Hurst & McDonald, Chicago, is agency.

**SAFEWAY STORES**, San Francisco (chain groceries), recently launched an intensified radio campaign in San Francisco and Los Angeles on behalf of Lucerne Milk, sold in cardboard containers. Day and night time spot announcements are being used six days a week—Monday through Saturday over KNX, KFI, KHJ in Los Angeles and on KPO, KSFO, KFRC and KJBS, San Francisco, placed through J. Walter Thompson Co.

**STANDARD BEVERAGES**, Oakland and San Francisco bottlers and distributors of Par-T-Pak, Royal Crown Cola and Nehi, is conducting a spot announcement campaign through the winter months on six northern California stations in behalf of Par-T-Pak. It is using both 50 and 100 word announcements on KPO, KSFO, KGO, KFRC, KROW, KJBS. Account is placed through Emil Reinhardt Agency, Oakland.

**MANHATTAN SOAP** Co. New York (Sweetheart), has started two evening quarter-hour newscasts weekly on WMAQ, Chicago, using UP news reports. Franklin Bruck Adv. Corp., New York, is agency.

**MORRIS PLAN INDUSTRIAL BANK**, New York, is sponsoring a half-hour weekly program featuring Dr. Walter B. Pitkin of Columbia U; Joseph V. Hanna, of New York U, and Myron Rapport's *Clarion Choir* on WJZ, New York. Griffes & Bell, New York, is handling the account.

**WANDER** Co., Chicago (Ovaltine), on Nov. 8 moved *Orphan Annie* from KMOX, St. Louis, to KXOK.

**OGILVIE FLOUR MILLS**, Montreal, has started a twice-weekly transcription campaign for Royal Household Flour on CBO, Ottawa; Wingham; CFRC, Kingston; CJKL, Kirkland Lake; CKGB, Timmins, Ont.; J. J. Gibbons, Toronto, handles the account.

**DEERFOOT FARMS** Co., Southborough, Mass., which has appointed Badger & Browning, Boston, to direct advertising will use radio for Deerfoot Farms sausage and bacon.

**IT WAS** erroneously reported in BROADCASTING Oct. 15 that General Foods in Canada was investigating possibilities of changing its piped network programs from the United States to transcription spot campaigns in Canada, states Baker Adv. Agency, Toronto.

**GAMBARELLI & DAVITTO**, New York (Speas apple wine), has added stations WAAB, Boston, and WOL, Washington, to carry the Friday evening half-hour musical program, *Moonbeams*, heard currently on WOR, Newark.

**OELERICH & BERRY** Co., Chicago (molasses syrup), on Nov. 7 started six weekly quarter-hours of *Radio Gossip Club* featuring Eddie and Fanny Cavanaugh on WCFL, Chicago. Agency is George H. Hartman Co., Chicago.

WALTER BIDDICK
COMPANY
RADIO STATION REPRESENTATIVES
LOS ANGELES
SAN FRANCISCO
SEATTLE

OUR MOUNTAINS ARE "STOPPERS"
FOR NETWORK STATIONS . . .

Our mountains hem in 98,400 radio homes and *keep out satisfactory network service* from any station regardless of location or power.
A recent survey indicated that 80% of the people in our good service area (17 counties in Maryland, Pennsylvania, Virginia and West Virginia) prefer WTBO.
WTBO . . . and WTBO alone . . . serves these listeners with consistently dependable service . . . plus programs tailored to their tastes and needs. All of which makes . . .
WTBO a MUST medium for National Advertisers

Cumberland, Maryland
800 KC · 250 WATTS
CLEAR CHANNEL
WTBO
NO NETWORK STATIONS SERVE THIS CITY!
National Representatives: JOSEPH H. McGILLVRA

## Don Lee Gets Control Of Tape Device in West

DON LEE Broadcasting System, Los Angeles, has acquired Pacific Coast control of the Miller tape transmission, having taken over the recording and playback equipment on a franchise basis. It will be leased to stations desiring that type of reproduction service. The sound-on-film equipment, manufactured by Miller Broadcasting System, New York, will also be installed by KHJ, Los Angeles, in late November for broadcasting purposes.

Tape transmission, a development of James A. Miller, is now being used in various foreign countries, according to Willett Brown, assistant manager of Don Lee network, who recently witnessed demonstrations of the sound-on-film in New York. The tape is 7 millimeters wide on a double sound track and can carry two separate programs. Engraving is done by a sapphire stylus, actuated by electro-mechanical apparatus. Program checking is possible one-third of a second after the engraving is in progress, he stated. Because of the method of using a high-fidelity apparatus for engraving, an entirely different tone quality is said to be possible from the tape as compared with other forms of reproduction. The tape can be cut and re-edited to suit the station's needs. Inserts can also be made, as in picture films.

## Holman to WBS

**Mr. Holman**

HAL HOLMAN, formerly handling sales of WMCA in Chicago for Transamerican Broadcasting & Television Corp., has joined World Broadcasting System, according to Read Wight, manager of the WBS Chicago office. Mr. Holman started his radio career with William G. Rambeau Co. in April, 1937, and spent many years prior to that time as a newspaper and magazine representative in the Midwest.

### Phibber Phrivolity

BORROWING his cue from Johnson's Wax "Fibber McGee", F. E. Fitzsimonds, general manager of KFYR, Bismarck, made this observation in the midst of the strenuous political campaign in North Dakota: "Right now the air is full of political palaver, publicized for the purpose of plugging the potential possibilities of portly politicians as they politely portray their own poignant philosophy and pugnaciously point to the political pilfering of their opponents. We pray for peace."

WTAR, Norfolk, carries on its "mustn't list" the screen plug, "Motion pictures are your best entertainment". Substituted is "Nowhere else can you get so much entertainment for so little cost". The ruling applies to local commercial programs only, since the station has not given free time to screen chatter for four years.

## TRANSCRIPTIONS

ALL-CANADA Radio Facilities, Calgary, has obtained exclusive Canadian sales rights to the NBC transcriptions of the *Lone Ranger* under a contract signed on Nov. 3 by Lloyd Egner for NBC and by Harold R. Carson for All-Canada. Contract specifies that All-Canada will take all *Lone Ranger* discs put out by NBC for at least a year, a minimum of 156 platters, for use on its own stations and for resale to advertisers or to other radio stations in Canada. NBC previously obtained exclusive transcription rights to the program from King-Trendle Broadcasting Corp., owner of WXYZ, Detroit, which also controls all *Lone Ranger* rights.

FRANK W. PURKETT, formerly vice-president and general manager of Associated Cinema Studios, Hollywood, has organized Pacific Producers Inc., with headquarters at 8780 Sunset Blvd., that city. He will produce programs and manage talent.

VIKING RADIO PRODUCTIONS, New York, has appointed the radio programs division of Walter Biddick Co., Los Angeles, exclusive west coast sales representative for the transcribed serial, *Romance of Dan & Sylvia*.

FIELDS BROTHERS Enterprises, Baltimore theatre and recreation group, which recently took over Roger Laswell Corp., Hollywood production concern, will operate both firms as transcription and live show units. Firm has started cutting three programs at Radio Recorders Inc., Hollywood. Virginia Barber is writing *My Prayer Was Answered* and Bob Thompson, the *Fu Manchu* series, with J. Donald Wilson directing. Concern on Nov. 1 issued a series of brochures on its transcribed shows.

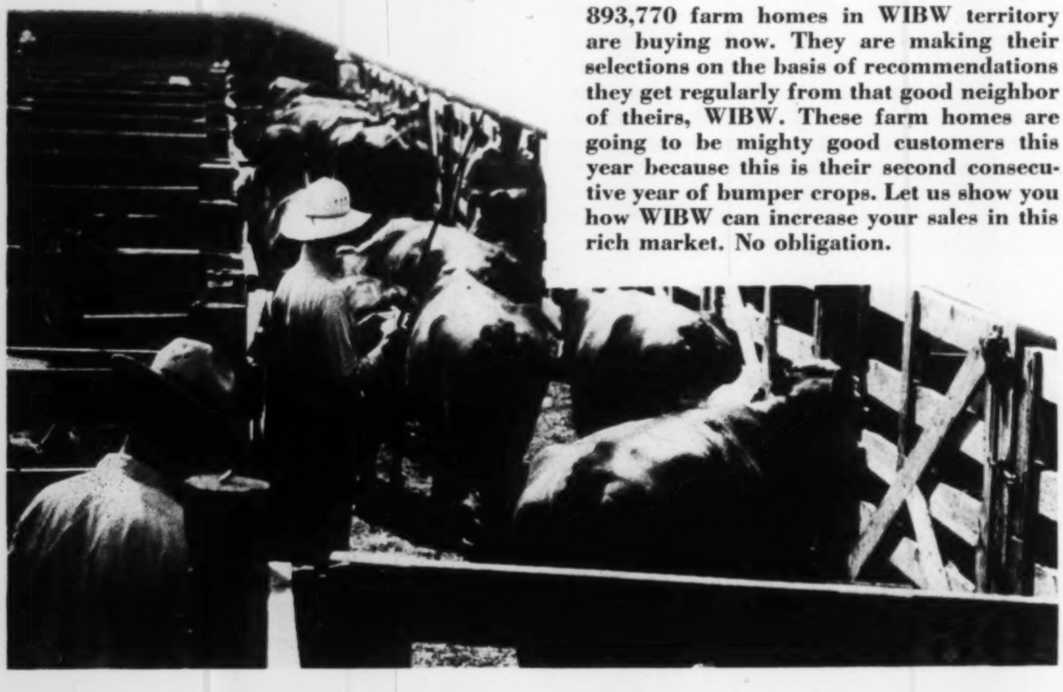
AMERICAN RADIO FEATURES, Los Angeles program builders and transcription concern, headed by Frederick C. Dahlquist, has been discontinued.

STANDARD RADIO announces the following stations have subscribed for its Standard Library service: WDEV, Waterbury, Vt.; KFI, Los Angeles; WOPI, Bristol, Tenn.

HOWARD ESARY, formerly managing director of Hearst International Radio Productions, Hollywood, has formed his own producing unit in that city under the firm name of Howard Esary Radio Production, with offices at 553 S. Western Ave. Firm has started producing a half-hour musical and dramatic series, *The Sun Ranch Chuck Wagon*, for the Phoenix (Ariz.) Chamber of Commerce. Written by Stephen Shadegg, the series is being cut by C. P. MacGregor, Hollywood recording concern.

SELLING TIME IS BUYING TIME

WIBW Turns Cows, Pigs, Eggs and Crops Into Tractors, Groceries, Clothing and Cars



893,770 farm homes in WIBW territory are buying now. They are making their selections on the basis of recommendations they get regularly from that good neighbor of theirs, WIBW. These farm homes are going to be mighty good customers this year because this is their second consecutive year of bumper crops. Let us show you how WIBW can increase your sales in this rich market. No obligation.

WIBW—"The Voice of Kansas"

BEN LUDY, General Manager
Represented by Capper Publications, Inc.
New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

OIL MEANS MONEY
and
THE SHREVEPORT AREA HAS 20.7% OF THE NATION'S PROVEN OIL RESERVES.

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

## Broadcast Clinic Planned on Coast

### Southern California U. Scene Of Institute on Nov. 18

CLOSER coordination of the many agencies in the field of radio, development of higher professional standards, and proper interpretation of radio for the public will be discussed Nov. 18 at the first Institute of Radio on the University of Southern California campus, Los Angeles.

Prominent educators and outstanding representatives of the radio industry will take part in the one-day conference, an outgrowth of a suggestion from Southern California radio executives. John Dolph, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, is chairman of the executive committee, assisted by Dr. W. Ballentine Henley, director of coordination at the University, and his assistant, Lawrence D. Pritchard.

### Industry Problems

To give an over-all picture of radio and education, nine major sections have been set up within the Institute. There will be afternoon meetings of the individual sections, to be followed by a dinner and evening program. At the latter meeting, the entire group will receive a report from each section. Sections include: copyrights and legal problems, engineering, production and direction, audience study and surveys, advertising, adult education, radio as a social force, news and news editing, radio and the child. Particular emphasis will be placed on radio as a classroom medium through children's programs.

The advisory committee consists of Lew Frost, assistant to Don E. Gilman, NBC western division vice-president; Jose Rodriguez, educational director of KFI-KECA; Charles D. Penman, production manager of KHJ; H. W. Gambrill, assistant manager of KEHE and George W. Irwin chief announcer of that station; Calvin J. Smith, manager of KFAC; and Howard R. Bell, program director of KRKD. Also on the committee are Don Belding, vice-president of Lord & Thomas and Dan B. Miner, head of Dan B. Miner Co., both of Los Angeles.

The Institute is designed to advance professional radio for those employed by the industry and to bring together persons who wish to further radio in education, Mr. Dolph stated. The university is a pioneer on the Pacific Coast in educational broadcasting. A Division of Radio has been maintained for nine years in the coordination office. Although no radio degree is offered, there are 59 courses in the 24 schools and colleges on the campus which offer a background for those contemplating radio work. From these classes students are auditioned for a place with the Division of Radio.

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CBS, Hollywood, has been presented with a signed copy of a special resolution passed by delegates to the recent American Legion convention in Los Angeles. It expresses appreciation to the network for cooperation during the Twentieth Annual National Convention.

# RENEWALS

*the only kind of testimonials that really count!*

**★ Super salesmanship can sell any medium once--but when it comes time to buy again, it's RESULTS that count!**

**★ Take a tip from the fact that most of WFBR's advertisers RENEW!**

**★ Here are some outstanding "repeaters":**

AMERICAN OIL COMPANY
4 YEARLY RENEWALS

AYARES SMALL LOAN CO.
5 YEARLY RENEWALS

B. C. REMEDY CO.
5 YEARLY RENEWALS

BEAUMONT LABORATORIES
2 YEARLY RENEWALS

BULOVA WATCH CO.
4 YEARLY RENEWALS

CARTER MEDICINE CO.
4 YEARLY RENEWALS

CHEVROLET MOTOR CO.
14 RENEWALS

COCA COLA BOTTLING CO.
2 YEARLY RENEWALS

CROWELL PUBLISHING CO.
2 YEARLY RENEWALS

INTERNATIONAL BEDDING CO.
4 YEARLY RENEWALS

JARMAN MOTORS
4 YEARLY RENEWALS

S. & N. KATZ
5 YEARLY RENEWALS

KOESTER BAKING CO.
5 YEARLY RENEWALS

MD. PHARMACEUTICAL CO. (REM)
2 YEARLY RENEWALS

ONEIDA, LIMITED
4 RENEWALS

PENICK & FORD
TWO 17 WEEK SERIES

PHILLIPS PACKING CO.
4 YEARLY RENEWALS

PUBLIC BANK
3 YEARLY RENEWALS

READ DRUG & CHEMICAL CO.
5 YEARLY RENEWALS

SCHMIDT BAKING CO.
5 YEARLY RENEWALS

IN BAL
THEY L

National Representatives:
EDWARD PETRY & CO.
NEW YORK · CHICAGO
SAN FRANCISCO
DETROIT

**WFBR**

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

# Agencies

MERGER of the San Francisco advertising agency of Howard E. Williams with Erwin Wasey & Co. of the Pacific Coast, and appointment of Mr. Williams as vice-president of the latter agency, effective Nov. 1, was announced recently. The personnel of Mr. Williams' firm will be added to the Erwin Wasey organization. Mr. Williams has been engaged in advertising and selling for 15 years, both in the East and on the Pacific Coast.

HENRY M. STANLEY, formerly of R. U. McIntosh & Associates and more recently with WJJD, Chicago, has been named radio director of W. K. Cochrane Adv. Agency, Chicago. Account executives recently named in the agency include P. Wayne Jackson, formerly of Bozell & Jacobs, Chicago, and Thomas F. Kelly.

MAURICE F. HANSON, formerly of Benton & Bowles, New York, has joined the Chicago staff of J. Walter Thompson Co.

RUSSELL C. COMER Adv. Co., Kansas City, has discontinued its office in New York.

VANDERBIE & RUBENS, Chicago, has opened a branch office at 542 Fifth Ave., New York, in charge of Louis J. F. Moore.

THEODORE B. CREAMER, head of Creamer Adv. Agency, Hollywood, has returned to his office after a three-week illness.

CARL NISSEN, account executive of R. H. Alber Co., Los Angeles, has resigned to become advertising manager of *The Vacationeer* magazine.

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

## Fromherz Joins B-S-H

GENE FROMHERZ, former time buyer of J. Walter Thompson Co., Chicago, has joined Blackett-Sample-Hummert, that city, to share the time-buying department with Jack Laemarr. Mr. Fromherz joined J. Walter Thompson Co. in September of 1936 and was assigned to the development of spot radio. At that time the agency was placing approximately $40,000 of spot business each year, but in 1937 placements jumped to $300,000 and for 1938 are said to be running well ahead of $300,000 excluding the Kellogg Co. account. Mr. Fromherz began his radio career in 1932 as an assistant to Hugh Raeger of First United Broadcasters, Chicago agency. In 1935 he joined the Affiliated Broadcasting System where he remained until the 1936 connection with J. Walter Thompson Co.

Mr. Fromherz

CARROLL TORNROTH has joined Rockwell-O'Keefe, Los Angeles talent agency, as radio contact man. He was formerly with Music Corp. of America, Beverly Hills, Cal.

DON FRANCISCO Jr. has been switched from the Hollywood radio department of Lord & Thomas to the agency's Los Angeles offices as assistant space buyer. Gene Duckwall has been made office manager of the Hollywood radio department.

PETE DE LIMA, at one time head of the CBS Artists Bureau, New York, has been appointed radio department manager of Everett Crosby Inc., Beverly Hills, Cal., talent agency.

A. V. BAMFORD, of Chicago, has been appointed radio department manager of Jones & Hawley, that city. Firm is the Chicago representative of Aerogram Corp., Hollywood recording concern.

MANN HOLINER, radio director of Lennen & Mitchell, who also manages the agency's Hollywood office, left Nov. 4 for New York to prepare the new CBS *Bob Benchley Show*, which starts Nov. 20 under sponsorship of P. Lorillard Co. (Old Gold cigarettes).

GROW & PITCHER Broadcasting Agencies has opened an office in Hamilton, Ont., to cover Western Ontario. Claude Bissell will be in charge of the office, which will handle transcriptions, merchandising and productions.

WBAL
means business in
Baltimore

R. L. HURST and L. R. Northrup, vice-president and secretary respectively of Charles Daniel Frey Co., Chicago agency, have resigned and have announced no future plans.

HELEN SINCLAIR, of Schwimmer & Scott Chicago has been promoted to copy writer's section of that agency's radio department.

THEODORE L. BATES and Walter A. O'Meara vice-president of Benton & Bowles, New York, have been elected to the company's board of directors. James G. Rogers Jr., vice-president, has been elected general manager.

MRS. ELIZABETH BABB has resigned from H. W. Kastor & Sons Adv. Co., Chicago. She has not announced her plans.

FRANK A. ARNOLD, vice-president of Edwin Bird Wilson Inc. and formerly with NBC, spoke at the University of North Carolina Nov. 1 on broadcasting as an advertising medium.

## Boice Joins Agency

H. K. (Ken) Boice, who resigned as CBS vice-president in charge of sales on Oct. 20, has joined Benton & Bowles, New York, as vice-president. Returning to the agency business, in which he was engaged for many years before joining CBS in 1930, Mr. Boice will serve as a general executive of Benton & Bowles and will not confine his activities to any particular department.

## Richardson to Kastor

HARRY K. RICHARDSON, formerly of Presba, Fellers & Presba, Chicago, and more recently with WNAX, Yankton, S. D., has been named assistant to M. H. (Pete) Petersen, radio director of H. W. Kastor & Sons Adv. Co., Chicago.

## AAAA Meetings

REGIONAL meetings for members of American Association of Advertising Agencies will be held Nov. 17 in New York at the Hotel Roosevelt for Eastern Seaboard members, and on Nov. 22 in Chicago at the Medinah Club for Central States members.

## Diamond Girdlers

EIGHT members of Knox Reeves Advertising, Minneapolis, traveled 155,400 miles to supervise baseball broadcasts in 54 cities during the 1938 season, according to the agency which handled the baseball casts of General Mills, Socony-Vacuum, B. F. Goodrich Co. and Procter & Gamble. Brad Robinson covered 35,000 miles in the East, Jim Kelley 52,000 miles in the Southeast and South Central states, and Lloyd Griffin 27,000 miles in the Southwest. The remaining mileage was covered by five Knox Reeves men whose travel included 9,400 miles of pre-season visits to training camps. The men coordinated merchandising tie-ins and helped sportscasters with special promotion stunts. Candid camera shots and color story material were obtained.

## AGENCY APPOINTMENTS

HOTEL BAR BUTTER Co., New York (Hotel Bar Butter), radio to Neff-Rogow Inc., N. Y.

CORKRAN, HILL & Co., Baltimore (Swift & Co. subsidiary), to Harry B. Green & Co., Baltimore.

KNOX Co., Los Angeles (Cystex), to Benson & Dall Inc., Chicago.

STEELE-WEDELES, Chicago (Savoy foods), to Erwin, Wasey & Co., Chicago. Spot radio campaign may be used this winter or next spring, according to Holland C. Engle, radio director.

BOOTH FISHERIES Corp., Chicago (sea foods), to Frank Presbrey Co., Chicago.

EYE GENE Co., Chicago (eye lotion), to Morgan Reichner & Co., N. Y.

FRENCH LICK SPRINGS Co., French Lick, Ind., to Ruthrauff & Ryan, Chicago.

COOPERS Inc., Kenosha, Wis. (underwear), to J. Walter Thompson Co., Chicago.

HELLWIG-MILLER Co., is the new name of E. W. Hellwig Co., New York agency.

## Lohr to Speak

LENOX R. LOHR, president of NBC, on Dec. 7 will discuss the place of radio in American life today, and particularly the benefits which can result from understanding and proper use of the principles which make it so vital a force, in an address before the biennial conference of the Federal Council of Churches of Christ in America at the Statler Hotel, Buffalo, New York. Dr. Ralph W. Sockman, pastor of Christ Church, New York, and conductor of the *Radio Pulpit* program on NBC-Red, will be the other major speaker at this conference, which is celebrating the thirtieth anniversary of the founding of the Council.

## FAA Names Everett

FINANCIAL Advertisers Assn. of America, at its annual business meeting at Fort Worth Nov. 2, named as president George O. Everett, assistant vice-president of the First Citizens Bank & Trust Co., of Utica, N. Y. Mr. Everett, formerly first vice-president of FAA, succeeded William H. Neal, of Winston-Salem, N. C., who automatically became a director. Other officers selected include Stephen H. Fifield, Jacksonville, Fla., first vice-president; Robert J. Izant, Cleveland, second vice-president; Victor Cullin, St. Louis, third vice-president, and Fred W. Mathison, Chicago, treasurer.

RANDOLPH BEAN of the publicity department of Benton & Bowles, New York, on Nov. 10 was promoted to the trade copy department of the company. N. Dawson will take over Mr. Bean's duties.

WBNS
COLUMBUS
ALL YOU
NEED IN
CENTRAL
OHIO!
John Blair & Co.
Representatives
1000 WATTS
NIGHT
5000
WATTS DAY

## Reps

INTERNATIONAL Broadcasting Co. Ltd., London, England, which represents Radio Luxembourg, Radio Normandy, Poste Parisien and other Continental stations carrying advertising, has been appointed by the Canadian Broadcasting Corp. as its exclusive agent in Great Britain and Europe for CBC network commercials. IBC expects to form a Canadian company with offices in Montreal.

KABR, Aberdeen, S. D., has appointed Weed & Co. as its national sales representative, effective immediately.

WILLIAM G. RAMBEAU Co., Chicago, representative firm, is issuing *Rambeau Radio News* to advertisers and agencies, containing descriptions and discussions of programs for sale by its stations.

CFPL, London, Ont., has appointed Joseph Hershey McGillvra as sales representative in the United States and Quebec Province. Station is owned by the *London Free Press.*

JAMES L. FREE, head of Free & Peters, Chicago, has returned to his desk following a 10-day illness.

M. J. (Mike) THOMAN, head of the Detroit office of Weed & Co. has returned to the representative firm's Chicago office and Charles Adell, formerly of NBC-Chicago, has been named manager of the Detroit office.

H. PRESTON PETERS, of Free & Peters, New York, left Nov. 6 for a two-week business trip to the West Coast.

SILVERTON ASTON, formerly partner of Ferguson & Alston representative firm (now Gene Furgason Co.), and head of the Detroit office of Gene Furgason Co. for the last year, has joined the Chicago staff of Joseph Hershey McGillvra.

### Hay Sues for Fees

WILLIAM G. HAY, Hollywood announcer on the NBC *Amos 'n' Andy* program sponsored by Campbell Soup Co., has filed suit in Los Angeles Superior Court for an accounting of commissions he alleged are due him for his asserted efforts in promoting the career of *Lum and Abner*, comedians sponsored on CBS by General Foods Corp. (Postum). *Lum and Abner* were named as Chester Louck and Norris Goff, defendants in the suit. Hay's action was based on a contract he alleged was entered into with the defendants in 1931. By agreement, he was to receive 10% of their earnings for five years for obtaining radio engagements. In that time Hay estimates they earned more than $500,000, but he received only $191 to apply on his commissions.

### Exams for Announcers

EXAMINATIONS of the 1,195 applicants for the four Civil Service announcers' positions on WNYC, New York City's municipal station, will be held within the next four or five weeks. Examiners are checking the applicants' qualifications, allowing those who are disqualified to appeal their cases to a board of review, before scheduling the oral and written tests.

### Jerry Farrar

JERRY FARRAR, 42, nationally known in advertising and radio, died in Los Angeles, Nov. 6, from a heart ailment. Mr. Farrar at one time was West Coast manager of Tom Fizdale Inc. Surviving are his widow and a son.

### Cunniff to Rambeau

Mr. Cunniff

ED J. CUNNIFF, formerly acting manager of KFAB - KFOR, Lincoln, Neb., has joined the Chicago sales staff of William G. Rambeau Co. Prior to his connection with KFAB - KFOR, Mr. Cunniff served as manager or sales manager of the following stations: WROK, Rockford, Ill.; KMA, Shenandoah; KOAM, Pittsburg, Kan.

### Prouty to McGillvra

NORMAN PROUTY has resigned from Transamerican Broadcasting & Television Corp. to rejoin Joseph Hershey McGillvra, station representative organization, as head of the New York sales staff. Mr. Prouty was first associated with McGillvra in 1934, coming from the media department of Benton & Bowles. The following year he joined E. Katz Special Advertising Agency as this company's first radio executive at the time it added radio stations to the list of newspapers it represented, and most recently Mr. Prouty has been handling sales of the California Radio System and of WLW in the New York office of Transamerican. In addition to his sales duties, he will also cooperate with Mr. McGillvra in handling national sales problems. Robert R. Somerville left the McGillvra sales staff Nov. 14 to join the New York staff of Radio Sales, representative organization for CBS owned and operated stations.

### New Canadian Rep

INLAND Broadcasting Service has been organized with headquarters at 171 McDermot Ave., Winnipeg, to represent Prairie and Western stations in Canada. Dawson Richardson is president, with K. C. Ball, recently manager of Pacific Railways Adv. Co., Winnipeg, and the *Winnipeg Tribune*, as well as Barron G. Collier, New York, named to be commercial manager. Stations are CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFQC, Saskatoon; CFCN, Calgary; CFRN, Edmonton; CKOV, Kelowna; CJOR, Vancouver.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

### Series for France Shows U. S. at Play and Work

FRENCH radio listeners will get a first-hand description of the life and people of the United States through a series of recorded programs arranged jointly by NBC and the Administration des Postes Telegraphes et Telephones, official French broadcasting system. J. Harrison Hartley, assistant director of the NBC special events division, and Henri Diamant Berger, French motion picture producer who has been commissioned by the French Ministry of Communications, will produce the on-the-spot recorded programs to be broadcast on a regular schedule by the PTT.

Mr. Hartley and M. Berger have started a 20,000-mile tour of the United States which will take them from coast to coast. They plan to visit and record programs in New York, Washington, Pittsburgh, Chicago, Duluth, Salt Lake City, San Francisco, San Pedro, Hollywood and New Orleans.

### 30 for Breitenbach

M. J. BREITENBACH Co., New York, is running a five to six-week campaign of one-minute transcriptions thrice weekly to promote Gudes Pepto Mangan on the following 30 stations: WLBZ WCSH WNBX WNAC WORC WJAR WDRC WICC WGY WHEC WBEN WNBF KYW WGBI WHB KDKA WCAO WRC WADC WCKY WSPD WJR CKLW WIRE WJJD WMBD WISN WMT KRNT and KFAB. Agency is Morse International, New York.

Where Business Is Good
WBIG,

Within the range of Greensboro's WBIG is a closely knit trading area of 24 counties (four in Virginia) with total Effective Buying Income of more than $356,600,000; and total Retail Sales of over $203,250,000. In this area in 1937, were sold 19,719 new cars. Other indices show equal sales activity. THIS IS A MARKET!

*A Columbia Station!*

Geo. P. Hollingbery Co.,
National Representatives

Write
Edney Ridge
Director
for
"Facts and Data"

IN
GREENSBORO, N.C.

They Don't, Eh?

A manager of a large chain organization store in Steubenville, Ohio (35,000 population) challenged a WWVA representative so—"They don't listen to your station anyway!"
"They don't, eh? Better smile when you say that pardner! Follow me!!" countered our representative. Down on the first floor went store manager and representative with this question: "What's your favorite radio station, lady?"

Fifty customers, right in the manager's own store, willingly answered and 40 came back with—

"WWVA"

That left out of 50, 10 for other stations—four to one for "The Friendly Voice From Out of the Hills of West Virginia".
The high spot of this "survey" is that Steubenville is midway between Pittsburgh and Wheeling and is *definitely* claimed in the primary area of five stations, including WWVA. Looks like we win all the way 'round!
You just can't dispute the preference of those who listen—that's why WWVA campaigns click. We're of the firm opinion that you can't overlook WWVA for real campaigns in Eastern Ohio, Western Pennsylvania and Northern West Virginia—facts prove this claim.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

KSFOCUS

**WHO wants a divorce?** Well, nearly everybody in the West must have thought of it, judging from the audience won by "I Want a Divorce," a KSFO hit production using CBS-Coast on Sunday evenings for S&W Fine Food Products. Emil Brisacher & Staff is the agency.

**Client comfort.** Sure, we believe in making the clients comfortable for program auditions in this modern audition room. But we make 'em a lot more comfortable with program **results.**

**30,000 miles to KSFO.** That was the record of Jim Scott of Glasgow on a world-wide walk when he paused for an interview of the sort that gives our sustainers sustained interest. But then anybody with Scotch ideas likes KSFO. The arrow below points with pride.

KSFO
"THE AUDIENCE STATION"
SAN FRANCISCO
**KSFO...Palace Hotel...San Francisco**
560 KC...5000W day...1000W night
PHILIP G. LASKY, General Manager
National Representative:
**FREE & PETERS, Incorporated**
COLUMBIA BROADCASTING SYSTEM

# *Purely* PROGRAMS

PROBLEMS facing average American parents in rearing of their children will be dramatized in a new series *Wings for the Martins*, to be presented by NBC in cooperation with the U. S. Office of Education, WPA, and the National Congress of Parents & Teachers. The programs will present general questions on familiar situations in which parents are forced to make decisions, in the form of dramatic episodes in the life of the Martin family. Supplementary information, listener aids and discussion outlines will be presented in the *National Parent-Teacher Magazine*, the *National Congress Bulletin* and *School Life.*

* * *

### Running Account of Hunt

RUNNING account of a real bear and deer hunt, direct from the game preserve of Pisgah National Forest, was broadcast Nov. 9 by WBT, Charlotte. The hunt, the fifth sponsored by the U. S. Forestry Service, was under supervision of rangers and wardens of the preserve. A special wire was strung from the camp, where 25 hunters headquartered, to the nearest telephone line 35 miles away. The remote equipment was transported to the camp by pack mules and horses.

* * *

### Learning About Music

NEW weekly program to teach radio listeners how to write and understand music is now being broadcast on WNYC, New York, as a joint presentation of WNYC and the Federal Music Project. Program, entitled *Let's Make Music*, is conducted by the American composer, Roy Harris, who will use lectures, illustrations on the piano by himself, various instrumental groups, and finally, audience participation.

* * *

### The Marxian Viewpoint

EMPLOYES of the Cleveland Municipal Light Plant, at work splicing cables in manholes and street excavations were recently interviewed by Carl Marx on his special *Man Under the Street* feature on WCLE, Cleveland. The broadcast was prompted upon Announcer Marx's noticing dug-up streets all about him.

INFORMATION...
about "Information Please" and about new Hooper-Holmes method of checking radio programs.

*Send for your copy.*

THE HOOPER HOLMES BUREAU, INC
[illegible]

### Bangboard Derby

EAR-BY-EAR report straight from the bangboards was supplied by KFH, Wichita, at the 1938 Kansas Corn Husking Contest. KFH covered the husking competition by shortwave using its complete mobile equipment and shortwave transmitter W9XUO in carrying three pickups. More than 30,000 spectators watched the 35 contestants, and KFH was represented by Vernon Reed, program director; Bruce Behymer, farm and livestock reporter; Vic Rugh, sportscaster, and Eddie McKean, announcer.

* * *

### Philadelphia Nights

PICTURE of places to go and things to do around Philadelphia is carried on *What to Do Today*, new morning feature on WFIL, Philadelphia. Conducted by Dick Wright, the program offers a prevue of the latest pictures, theatrical shows and concerts, spotlights a few places of interest to visitors, and brings gossip from backstage and night clubs along with latest news of the city's hotspots.

* * *

### One Side of the News

NOVEL among election programs was *The Peoples Side of the News* presented on hookups of 12 to 18 stations in Pennsylvania by the Democratic State Committee. Political news was handled in regular news style. Tom Meehan, publicity director, acting as news commentator and Reed McRoberts, his associate, acting as an editor of the air.

* * *

### Courtroom Dramas

DRAMATIC series reenacting America's major court room stories is *Famous Jury Trials*, started on WOR-Mutual recently, Wednesdays, 10-10:30 p. m. (EST). Produced in New York before a studio audience, using scenic effects of a real court room, the program is written by Martin H. Young, New York trial lawyer, and Sam Baker.

* * *

### Listeners in the Middle

KWLK, Longview, Wash., is presenting a program *Tele-topics*, handled informally from the announcer's booth. The announcer telephones housewives in Kelso and Longview and asks them questions. Both ends of the conversation go out on the air. The announcer incorporates the commercials for a Longview laundry into his conversations.

TRANSCRIBED PROGRAMS

*For the Low Budget Account*

Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

*Send for complete Catalogue*
CHARLES MICHELSON
545 FIFTH AVENUE NEW YORK

**REFRESHMENTS** and entertainment by members of the cast of Aulger Bros. Tent Show went to nearly 2,000 school patrolmen in St. Paul recently when Edward Hoffman (right), owner and general manager of WMIN, St. Paul, threw a "WMIN School Police Party". With the group of school coppers is Frank Hetznecker (in uniform), superintendent of the St. Paul School Police.

### Dreams Realized

ORIGIN and development of present day methods of communication and travel will be discussed on a new series of weekly programs, *Ideas That Came True*, on the NBC-Blue network, by Dr. Rollo G. Reynolds, principal of the Horace Mann School at Teacher's College, Columbia University, New York. While intended primarily for school children, the programs will be of equal interest to adults with news of current events added to the weekly dramatization.

* * *

### Hartford Sports

BESIDE broadcasting local high school football games, the newly-organized sports department of WTHT, Hartford, presents thrice-weekly *Ray Markey's Sportscast*, a general revue of all sports activities; *Friday Night Quarterback*, with football comment and predictions by Jack Lloyd, and football results on *Football Scoreboard*, heard at 5:45, 6:45 and 10 p. m. Saturdays.

* * *

### Meet the Stars

TWO broadcasts weekly, featuring interviews with stage stars and players appearing in Cincinnati during the current theatrical season, are regularly scheduled on WSAI, Cincinnati. Stars and players are interviewed on opening night each week from backstage in the Cox Theatre, and on Tuesday afternoons the personalities are interviewed informally at the studios.

* * *

### Frost Warnings

AS AN AID to California citrus fruit growers and farmers, Don Lee Broadcasting System, Los Angeles, on Nov. 15 inaugurates a series of nightly quarter-hour frost warning broadcasts. They will be released via special facilities direct from the Pomona, Cal. home of Floyd Young, government meteorologist.

* * *

### Ranch Interviews

INDIANS in full regalia added color to the recent broadcast by Ken Miller, news director of KVOO, Tulsa, from Woolorac Ranch, near Bartlesville, where Oilman Frank Phillips was entertaining governors from 30 states. During the program Mr. Miller interviewed governors of several states.

### 'Meet the Candidate'

TIMELY tieup with current political campaigns in Cleveland was the WGAR feature, *Meet the Candidate,* which was sponsored together with all election reports by Standard Oil of Ohio. Production Manager Carl George sent questionnaires to all state, county and local political candidates requesting information on their qualifications, experience and political background. Program was strictly nonpartisan since George discussed all candidates impartially.

### Washington Whoppers

SIGNAL Oil Dealers of Southwestern Washington are sponsoring a program on KWLK, Longview, that features negative advertising and a liar's club contest. All the dealer stations give out liar's club entry blanks, on which the patrons create their tall tales. With U. Tellum Lye, as president and Ida Soon Prevaricate, as secretary, this club has gathered some very original "whoppers." The commercials on the program are constructed in negative style, informing the public of the poor service, lazy personnel and lack of ambition to be found at the Signal dealers' stations.

* * *

### Caveat Emptor

PUBLIC SERVICE series, designed to help the consumer guard against being cheated in making purchases, is *Let the Buyer Beware,* started recently on WNYC, New York, by the Department of Markets. The program, conducted by Alex Pisciotta, director of the Bureau of Weights and Measures, uses material taken from reports of 75 investigators of the Bureau and Department of Markets.

* * *

### Youthful Pacifists

TO INSTILL democratic ideals of peace in children's minds, WIP, Philadelphia, is presenting a semi-weekly series combining juvenile stories with speakers from the lecture bureau of the Women's International League for Peace and Freedom, sponsors of the programs.

* * *

### Announcer's Choice

KSTP, St. Paul, realizing that most women ponder about the menu problem, utilizes a five-minute spot in the morning to give a menu-of-the-day. It isn't passed on by the home-economics expert, but by the announcers, who tell what they'd like to see on the table when they get home at night.

* * *

### Campus Debates

DESIGNED to let parents know what their sons and daughters are thinking in college, *Debator's Forum* has started on WJJD, Chicago. The Saturday afternoon forum series presents discussions by students from a number of Midwestern colleges.

* * *

### First Americans

INDIAN HABITS, history and present-day problems are discussed on the *American Indian Forum,* broadcast for a Thursday afternoon quarter-hour on WNEW, New York, under the auspices of the Committee on Indian Research.

### Favorites of the Past

WHEREABOUTS and activities of former celebrities who have faded from the limelight are furnished on *What Has Become of . . . ,* heard Mondays through Fridays at 8:15 a. m. on KWK, St. Louis. Listeners ask for information on their former favorites, and the *Answer Man* digs it up.

* * *

### Science for the Kiddies

SCIENCE for children is featured on the weekly program, *Science Everywhere,* on NBC-Blue, under the auspices of the American Association for the Advancement of Science. Dr. Carroll Lane Fenton, author, directs the program. Children dramatize the lessons to be studied.

* * *

### Repetitive History

TAKING events from the news of the day, Quin Ryan shows how those current events are similar to happenings in the past on *History Repeats Itself,* five-weekly feature started Oct. 17 on WGN, Chicago. In recalling history, Mr. Ryan uses his own library of news stories of the last 50 years.

* * *

### Before the Plug

LEAD-IN paragraph for commercial announcements tying in with the advertising message some tips or news on etiquette, agriculture, beauty, stage and radio personalities, or household hints is the "inform-o-gram" recently adopted at WTMJ, Milwaukee.

* * *

### Studio People

LISTENERS get inside dope on studio artists since *Let's Get Acquainted* started on WLW, Cincinnati, Nov. 5. Conducted by Gene Trace and heard 7:45-8 a. m. Saturdays, the program delves into the personal lives of the artists and presents biographical material through interviews.

* * *

### Rhyming Time

FUN feature, with announcements in rhyme and featuring Jean Sarli's orchestra, Pat Flaherty, Bee Morin, Johnnie Walton and Johnnie Anderson is *Saturday Night House Party* on WOAI, San Antonio.

* * *

### Terminal Pickups

WHN, New York, is conducting daily broadcasts from the Pennsylvania Station, New York, with Henry Gladstone interviewing passengers arriving in and leaving New York.

**WWNC**

**ASHEVILLE, N. C.**

*Full Time NBC Affiliate*
*1,000 Watts*

●

The Only Blanket Radio
Coverage of Prosperous
Western North Carolina

*"The Quality Market*
*of The Southeast"*

*Today's*
*and tomorrow's needs in*
**Sound Control**
**are met by USG**

*In the new studios of KSFO, San Francisco—one of America's most modern radio stations—the USG system of sound control protects the programs, permitting high fidelity broadcasting with exact retention of proportionate tonal values.*

A SOUND control system "tailored" to your needs of today and tomorrow . . . a flexible system that fits *your* studios and *your* conditions . . . a system containing vital, exclusive features, and unique in its efficient use of materials . . . that is what the United States Gypsum Company offers you.

Outgrowth of long research—checked and re-checked by the tests of wide, practical experience—the USG System of Sound Control gives you the right number of sound absorption units at various frequencies in each studio . . . includes the highly effective, patented full floating wall and ceiling construction that eliminates both objectionable extraneous noise and sound travel from studio to studio.

USG offers competent consultation service—a service always available for your use. Information concerning this service, and concerning the wealth of practical information which it places at your disposal—is yours for the asking. Write us for it.

**United States Gypsum Company**

300 WEST ADAMS ST. CHICAGO, ILLINOIS

*Sales Offices at:*
Atlanta, Ga. • Baltimore, Md.
Birmingham, Ala. • Boston, Mass.
Buffalo, N. Y. • Cincinnati, Ohio
Cleveland, Ohio • Dallas, Tex.
Denver, Colo. • Detroit, Mich.
Houston, Tex. • Indianapolis, Ind.

USG

Kansas City, Mo. • Los Angeles, Cal.
Milwaukee, Wis. • Minneapolis, Minn.
New York, N. Y. • Omaha, Neb.
Philadelphia, Pa. • Pittsburgh, Pa.
Portland, Ore. • St. Louis, Mo.
San Francisco, Cal. • Washington, D.C.

### Thumbnail Coverage

INTRODUCING a new note in program formulae, Rev. Calvin M. Thompson, commentator on the Saturday evening *Meeting at the Crossroads* on WSYR, Syracuse, recently supervised a miniature air version of the New York State Baptist convention on WJTN, Jamestown, N. Y. Every feature of the convention was reproduced in miniature, even to condensed remarks of guest speakers.

* * *

### Shinny Talk

AS hockey fans file into the Maple Leaf hockey arena at Toronto, CKCL interviewers ask their predictions on the game, the likely score, the likely plays for *Did I Say That?*, new Saturday night program sponsored by a local clothier on CKCL, Toronto. The interviews are recorded, and at 11 p. m., after the game is finished, the recorded predictions are broadcast.

* * *

### Municipal Affairs

EVENTS in New York City are discussed on a weekly program, *Your Town*, on WHN, New York, by City Councilman Robert K. Straus, son of the late Ambassador to France, Jesse Isidor Straus.

* * *

### Wedlock Problems

OPEN FORUM on marital life, with discussions emphasizing constructive criticisms, is the weekly quarter-hour, *Matters of Modern Marriage*, on WCAU, Philadelphia.

* * *

### Life Between Deadlines

ENTERTAINING events encountered by Ken Miller in preparing his five daily news broadcasts on KVOO, Tulsa, are recounted on *Between Deadlines* thrice-weekly.

THE VOICE OF MISSISSIPPI

WJDX

5000 Watts

N.B.C.

JACKSON

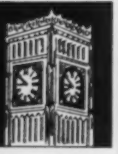
MISSISSIPPI HARVEST

Mississippi in five years has moved from fifth to third highest in farm income among Southern states—far beyond the pre-depression high income rate of 1924.

Debits to individual accounts reported by Jackson banks were 37% higher in September than in August—a highly favorable comparison with a national gain of only 3% at the same time.

Reap a rich share of the Mississippi harvest—Invest your advertising dollars with WJDX, Mississippi's dominant radio station.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI



### 'This Is Radio'

THE story of radio itself was treated in a one-hour drama *This Is Radio* carried Nov. 13 over the combined NBC Red and Blue networks. Written by Thomas Langan of the NBC script division, with Joseph Bell directing, the four-act play was enacted as a salute to the NBC networks' 160 affiliated stations in commemoration of the organization's twelfth anniversary Nov. 15. It tells the story of two youngsters who grew up with radio.

### Labor Achievements

THE 70-year history of the achievements of the Ancient Order of United Workmen was dramatized on a half-hour show carried recently on the anniversary of A. O. U. W. on an 18-station hookup of the North Central Broadcasting System. The live talent show was fed to WEBC, Duluth, WHLB, Virginia, WMFG, Hibbing, KDGE, Fergus Falls, KFAM, St. Cloud, WTCN, Minneapolis, KROC, Rochester, KFYM, Mankato, KATE, Albert Lea, WDAY, Fargo, KFJM, Grand Forks, KFYR, Bismarck, KGCX, Wolf Point, KABR, Aberdeen, WNAX, Yankton, KSO, Des Moines, WMT, Cedar Rapids, and transcriptions were carried by KIDO, Boise and KGHL, Billings.

* * *

### The Service Is Lousy

NEGATIVE appeal is stressed in the commercial copy used by the Goodyear Service Stores of Macon on WMAZ, that city. The program consists of an interview between the announcer, and one Sam, a lazy attendant at one of the service stations.

* * *

### Fair Enough

TO ACQUAINT listeners with New York World's Fair activities, WOV, New York, presents a weekly quarter-hour *World's Fair Highlights*, conducted by Dr. Leandro Forno.

* * *

### Many Long Years Ago

CAVALCADE of historical events, news incidents and fashions is the dramatized series, *That Was the Year*, heard thrice-weekly on CKWX, Vancouver, B. C.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

New Program Available!

'The Inside Page,' a fifteen minute program, dramatizes oddities in the news that are usually overlooked. It's an exciting program, packed with human interest, and different from any other on the air. 'The Inside Page' was produced by WDRC under the direction of Ray Barrett, and is now available for sponsorship!

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
*National Representatives*
PAUL H. RAYMER COMPANY

## RADIO AND EDUCATION

NEW educational series, *Art Institute of the Air*, opened on WCCO, Minneapolis, recently under auspices of the Minneapolis Institute of Arts. Programs promote art appreciation and demonstrate means of learning art values. Important guest displays at the Institute also will be discussed.

DEMONSTRATION and lecture on production technique was given in the auditorium studio of WWJ, Detroit, recently before a special meeting of 200 Wayne University students taking radio work by C. L. Menser, NBC production manager, Chicago. Mr. Menser traced the steps in an actual production, from casting through rehearsals, explaining the techniques as he progressed. His appearance was arranged by Dr. Preston H. Scott, chairman of the speech department, and Garnet Garrison, radio director at Wayne U.

WAYNE U's Broadcasting Guild faculty program series, carried on WXYZ, Detroit, this semester features a special radio course in "Effective Speaking in Public, Business and Society". The course is conducted by Dr. Rupert L. Cortright, assistant professor of speech, and frequently uses dramatic scenes and various conversations to illustrate concretely the points emphasized in the talks, copies of which are distributed free to the audience.

WTMJ, Milwaukee, gives radio coaching to student groups from the city's schools, who are invited to visit the studios, make a tour and get simple explanations of the broadcasting process from station workers as they look.

DIRECTED at South America and Europe, W2XAD and W2XAF, Schenectady, shortwave stations of General Electric Co., recently started a series of four-weekly educational broadcasts. The programs are heard Mondays at 4:15 p. m.; Tuesdays, 2 p. m.; Wednesdays, 2 p. m., and Fridays, 4:15 p. m. on both stations, and will be repeated in Spanish and Portuguese for reception in South America.

ELIZABETHAN dramas are presented in a weekly series on WQXR, New York, by the Radio Division of the Federal Theatre Project. The FTP has issued a booklet on the appeal of the Elizabethan drama.

CHET GOWEN, special events announcer of WAAW, Omaha, has been appointed to head the radio department of the Omaha YMCA night school. The course, to run for 30 weeks, is designed to give prospective radio jobholders an insight into the problems of radio technique.

WCOP, Boston, on Nov. 9 started *College Radio Workshop*, heard Wednesdays at 4 p. m., for another year. Six performances were given last season, during the regular college term, with students from nearby colleges taking active parts in writing and producing original material.

BIOGRAPHIES of famous individuals are dramatized by the WPA Radio Project of New York on the *Great Americans* series, heard Sundays on WBIL, New York, 8:45-9:15 p. m.

WSYR

now carries

both Red and Blue

NBC programs

570 k. c.

*in Syracuse*

ANNUAL weekly education feature, *In the Classroom*, presented in cooperation with the Syracuse school system, returned on WFBL, Syracuse, Nov. 8. The previous pattern of the script, written and directed by teachers and acted by the students, concerns matter taught in the classrooms. Different classes, down as far as kindergarten, handle the show, rehearsing at school before dead mikes.

TO STIR UP interest in radio, KFRO, Longview, Tex., has offered service clubs in East Texas educational talks on the broadcasting industry for their club meetings. James R. Curtis, president of KFRO, has already spoken before the Longview Lions Club and the Junior Chamber of Commerce on the "History and Development of Commercial Radio".

CKY, Winnipeg, and CKX, Brandon, are broadcasting three talks a week by the members of the staff of the University of Manitoba.

THREE-COLOR poster, shaped to be used on a bulletin board, has been sent to about 200 public libraries and other educational agencies by the University of Chicago to direct interest toward the *University of Chicago Round Table*, now heard Sundays on 54 NBC-Red stations. The placard has spaces for two paste-ons listing the nearest available station and the program for each session. New program inserts are supplied for each week's broadcast.

ALABAMA COLLEGE, State College for Women at Montevallo, has instituted a class in radio work. Miss Nora Landmark is the instructor in radio.

JOSEPH RIES, educational director of WLW and WSAI, Cincinnati, and director of *Nation's School of the Air*, spoke recently on radio's place in education at the dedication of a new $85,000 school building in Lynchburg, Ohio.

SECOND School Broadcast Conference will be held Dec. 1-3 at the Morrison Hotel, Chicago, under sponsorship of the Radio Council of the Chicago Board of Education.

JOHN E. REILLY, program director and chief announcer of WMEX, Boston, will give a course of 16 lectures in radio training for the State University extension beginning Nov. 17. Two lectures will be given in the studios of WMEX to enable the students to get first hand knowledge of broadcasting and to become acquainted with actual broadcast equipment.

PAUL PHILLIPS, continuity director of KMOX, St. Louis, and Arthur J. Casey, publicity director, are conducting classes in radio this fall—Mr. Phillips at the City College, and Mr. Casey at the YMHA-YWHA in St. Louis.

DETROIT Board of Education, cooperating with the *Detroit News*, is presenting *March of Youth*, variety program featuring pupils of Detroit public schools, for another season on WWJ, Detroit.

### School Broadcast Parley

CHICAGO Radio Council announces another School Broadcast Conference to be held at the local Morrison Hotel, Dec. 1-3. Designed to instruct teachers in radio technique the conference will offer a series of demonstrations using local pupils as talent. Registration fee for the conference is $1. CBS may originate its *American School of the Air* from Chicago during the conference, according to Harold Kent, director of the council.

CROSLEY RADIO Corp., Cincinnati, on Nov. 1 was authorized by the FCC to increase the power of its international broadcast station, W8XAL, from 10,000 to 50,000 watts.

# New Auto Models Exploited on Air

### Networks and Stations Join in Programs From New York

THE National Automobile Show, held in the Grand Central Palace, New York, the week of Nov. 11, was publicized through the cooperation of the networks and several New York stations to stimulate public interest in buying the new models.

An experimental television broadcast of an automobile show was arranged by NBC in cooperation with leading automobile manufacturers to show the practical application of television and to demonstrate outstanding features of new popular-priced models. After seven automobiles had been demonstrated in front of the RCA Bldg., New York, the program was switched to NBC's television studio to demonstrate details of the cars in cross-sectional views or in operation.

Master of ceremonies, who greeted the guests arriving in the new cars in Rockefeller Plaza, was E. P. H. James, NBC's sales promotion manager. Autos televised included Chevrolet, Ford, Hudson, Nash, Packard, Plymouth and Studebaker.

NBC also has arranged a program on Nov. 17 which will feature Arthur Fields and Fred Hall, stars of NBC's regular program *Sunday Drivers*, as imaginary Kentucky mountaineers driving to New York in a 1904 Reo to see the Automobile Show. Graham McNamee will conduct them around the Grand Central Palace showing them the latest features of different makes of cars. The program will close with a speech by Albert Reeves, vice-president of the National Association of Automobile Manufacturers.

MBS was to broadcast the International Dinner of the National Automobile Show Nov. 15, which is sponsored by the Automobile Manufacturers Association and held at the Ritz-Carlton Hotel, New York. Speakers were to be William S. Knudsen, president of the General Motors Corp., Detroit, and Richard C. Patterson Jr., Assistant Secretary of Commerce, formerly executive vice-president of NBC.

Five speeches by prominent automobile officials were arranged by CBS, heard in the early afternoon Nov. 11, 12, 14, 15, and 17. WMCA, New York, is carrying 15-minute periods of descriptions and interviews from the Automobile Show throughout the week, in addition to a broadcast of the speech by Gen. Hugh S. Johnson at the luncheon for Automobile Manufacturers at the New York Advertising Club Nov. 10.

"HELLO, MR. HERSCHEL DEUTSCH"
(L. C. Gumbinner Agency)

Did You say MARKET ?

Look at PEORIAREA! Packs in almost half again as many people as in the whole state of New Mexico. People who buy, too! Per capita retail sales are above U. S. average—about $491.00 annually. You can cover PEORIAREA with ONE station—WMBD.

Free & Peters, Inc.,
Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

# Mexico Refuses to Ratify Treaty

(*Continued from Page 11*)

reasons for the refusal to ratify are not yet known. In some quarters, however, it was felt that possibly the Mexican border situation contributed considerably to the failure to approve the convention. It is reported that such border station operators as Dr. John R. Brinkley, ex-operator of KFKB, Milford, Kan., and Norman T. Baker, former operator of KTNT, Muscatine, Ia., both of whom had their stations deleted, opposed the treaty. They are operators of high-powered stations along the Mexican border which, under the terms of the treaty, would have been outlawed in Mexico.

Under the treaty definite facilities would be allocated for use in Mexico at specific locations, particularly in connection with exclusive and duplicated clear assignments. Except for Ensenada, in lower California, no provision is made for high power border stations in the hands of American citizens. Mexico heretofore has never been a party to allocation agreements involving the North American Continent and has operated stations either on mid-channels or the same waves as used in this country and Canada.

### Delays Reallocation

The immediate effect of Mexico's action presumably will delay the FCC in promulgating the reallocation of broadcast facilities in this country expected during 1939. Proposed new rules and regulations based on the treaty were the subject of extensive hearings before the FCC "superpower" committee last June and the committee's report is expected shortly. Action on the committee's report by the full Commission, it had been anticipated, was to be expedited in the hope of effecting the sweeping changes contemplated by the treaty during the next year.

The treaty was to become effective, under its own terms, after three of the four principal nations signatory to it had ratified it. Mexico was the fourth nation involved and it had been expected that even if it did not actually ratify the treaty it would signify its intentions of so doing. Now that the Mexican Senate has refused to ratify, the whole question of reallocation in this country becomes confused.

The treaty itself assured continued existence of all of the some 750 stations in this country. Shifts up and down the band are provided, however, in most cases involving the movement of station positions from 10 to 30 kc. but maintaining their same relative positions in the band. New classifications for stations, setting up six rather than the present three designations, were provided. All told, 59 channels were designated as clear, 41 as regional and six as locals, with mutual use of regional and local channels among the nations according to prescribed engineering specifications.

Provision was also made for increases in power of regional stations to 5,000 watts day and night, based on interference limitations and of local stations to 250 watts at night as against the top 100 watts power at present prescribed. The way also was opened for power in excess of 50 kw. on 1-A or clear channels.

In the clear channel category, the treaty prescribed that the United States would have accommodations for 63 stations on clear channels, Mexico 15, Canada 14, Cuba five and Newfoundland, Dominican Republic and Haiti, one each.

Results COUNT MOST

KABR
Aberdeen,
South Dakota
1000 WATTS

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • CHICAGO
DETROIT • SAN FRANCISCO

# McWhorter Now Directs WCMI, at Ashland, Ky.

APPOINTMENT of Harold McWhorter, until recently assistant manager of WALR, Zanesville, O., as director of WCMI, Ashland, Ky., was announced Nov. 2. Charles Otto of Chicago, was named business manager under a reorganization of the station.

Mr. McWhorter is former owner and operator of WPAR, Parkersburg, sold in 1937 to John A. Kennedy, West Virginia broadcaster and publisher. He also served at WMMN, Fairmont, as assistant manager. Mr. Otto was formerly with Montgomery, Ward & Co. as assistant buyer in the radio buying division in charge of advertising and retail merchandising. Later he served with the Kroger Grocery Co., Cincinnati.

WE HAVE THE
BEST WINTER
*of* BROADCASTING
AHEAD OF US THIS YEAR
IN OUR THIRTEEN YEARS
IN BUSINESS!
*Thank You.*

CHNS
*Halifax, Nova Scotia*
WM. C. BORRETT,
*Director*

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A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book — looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

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Fiscal Year 1937-8

*Representatives:*
CONQUEST ALLIANCE CO., INC.
New York, 515 Madison Ave.
Chicago, 203 N. Wabash Ave.
JOHN BLAIR & COMPANY
San Francisco, Russ Building

# Chain-Monoply Probe Starts

(*Continued from Page 11*)

tions with affiliated stations, competition among the networks, the place of transcription programming in the broadcast picture, and the general contractual setup of broadcast operations and services.

Out of these studies there probably will evolve some sort of regulatory control over networks. The networks today are not licensed by the Government. The Communications Act, however, authorizes the Commission to write special regulations pertaining to them.

### Program Duplication

The extent of duplication of network programs, specifically included in the FCC agenda, will occupy an important part of the cases presented by the networks. Since network broadcasting began, there have been sporadic complaints of duplication of programs, notably in secondary areas. It is the plan of the Commission to determine how much duplication exists both in primary and secondary areas, whether any or all of it is justified and, if not, what special regulations should be enforced to prevent excessive duplication and theoretically thereby afford listeners a greater selectivity of program service.

The FCC will break new ground in searching the ownership and control phases of station and network operation. Network ownership, management and lease of stations constitutes one part of this study. Concentration of ownership or control of more than one station in the same or affiliated interests is another. Survey of the ownership angle with relation to other businesses of licensees is a third.

### Place of Transcriptions

In the transcription field, the committee proposes to ascertain the place occupied by recorded programs in the broadcast structure; whether transcription development has prospered or been retarded by virtue of network or other competition, and the technical and program quality of such renditions.

That the major networks regard the inquiry as epoch-making was clearly shown at a conference Nov. 2 of network attorneys with William J. Dempsey, FCC general counsel and chief counsel for the inquiry. At this meeting it was roughly estimated that at least six weeks would be required for presentation of the cases for the major networks alone.

Regional networks, it appeared, might require two weeks for their case, with another two weeks allowed for miscellaneous groups and transcription services. How much time the Commission itself will take with its own staff witnesses and with cross-examination of other witnesses, is conjectural, though possibly two to three weeks is considered a good guess.

The Commission plan, broadly, is to follow the procedure established at the hearings last June on rules and regulations. Witnesses will be permitted to make direct statements but cross-examination will be limited to the Commission's legal staff. Examination of witnesses by private counsel would be conducted through questions handed to Commission counsel unless waived by request.

Commission witnesses, under present plans, will appear following the presentation of testimony under each of the five major brackets. They will probably include engineering and accounting witnesses. Cross-examination of Commission witnesses by private counsel will be permitted.

All told, appearances have been filed on behalf of 24 separate organizations or groups. The final half-dozen appearances were filed after the Oct. 5 deadline, but so far as is known, it is not the intention of the Committee to prevent any of the late from appearing.

NBC, first to present its case, will be represented by a legal corps headed by Philip J. Hennessey Jr. About a dozen witnesses will testify, it is understood. Of the estimated 15 hearing days of direct testimony, about four will be devoted to the question of program duplication. CBS will be represented by John J. Burns, former general counsel of the Securities & Exchange Commission, who will handle the general case, while Duke M. Patrick, former Radio Commission general counsel, will handle the duplication issue, expected to consume two days. CBS also will have a dozen witnesses.

MBS plans to take four days, with probably a day or more devoted to duplication. Chief counsel will be Louis G. Caldwell, first Radio Commission general counsel. Witnesses will include Messrs. Alfred J. McCosker, chairman of the board; W. F. Macfarlane, president; T. C. Streibert, vice-president; Fred Weber, general manager, and the consulting engineering firm of Page & Davis.

Main Commission witnesses probably will be Andrew D. Ring, assistant chief engineer for broadcasting, who will testify on duplication and technical phases; William J. Norfleet, chief accountant, and DeQuincy V. Sutton, head accountant, in connection with analyses of contracts, revenues, ownership and other statistical data procured by questionnaires or from information filed with the FCC.

In addition to the 22 appearances filed [BROADCASTING, Oct. 15, Nov. 1] Grombach Productions Inc.,

**WAVE SELLS THE PEOPLE WHO BUY!**

After all, the really big money of the Louisville market is made and spent right in *Louisville.* Our city people alone, for instance, supply 80.7% of the Trading Area's *total* of income-tax payers! They also buy 67.8% of all food, and 74% of all drug products, sold in the entire Trading Area. . . . WAVE *covers* Louisville—*plus* nearly everything else that looks like business in Kentucky and Southern Indiana! The cost, incidentally, is just *half* of what you'd otherwise pay! . . . An N.B.C. Outlet.

*NATIONAL REPRESENTATIVES: FREE & PETERS, INC.*

STATION
WAVE
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LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

THEY'RE TUNING IN WATL
IN ATLANTA

IT'S A HABIT!
Atlanta listens to
WATL Newscasts.
Broadcast every
hour on the hour
Available for sponsorship

WATL
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*DYNAMITE*
*IN CHICAGO!*

Get the impartial survey that blasts all prejudices on Chicago radio! Write for it—read with an eye to fall business! The sensational truth about a market you *can't touch* without

**WGES - WCBD - WSBC**

transcription company, filed an appearance Nov. 2, and the American Guild of Musical Artists Inc., on Nov. 3. Appearances heretofore filed included: CIO, Don Lee, World Broadcasting System, Texas State Network, California Radio System, NAB Bureau of Copyrights, American Federation of Musicians, Independent Radio Network Affiliates, King-Trendle Broadcasting Corp., MBS, NBC, National Committee on Education by Radio, Radio Transcription Producers of Hollywood, RCA Mfg. Co., Virginia Broadcasting System, Westinghouse E. & M. Co., Westinghouse Radio Stations, CBS, Norman Baker, Transamerican, Pacific Broadcasting Corp., and WOR Artist Bureau.

### Disc Complaint

The Grombach appearance, filed by Jean V. Grombach, president, specifically attacked the practice of NBC in disallowing off-the-line recording. It stated that Grombach intended to furnish factual cases indicative of certain practices or agreements "in restraint of trade or furtherance of monopoly in connection with local and/or chain monopoly."

Any recording company may purchase through A T & T or Bell remote control recording lines or connections to most local stations or networks, Mr. Grombach stated. Such connections have been made except in the case of WJZ and WEAF, NBC key outlets, which have refused them the permission. The only company that can record the programs from these stations, it was contended, is RCA Victor, "a company owned and operated by the same management, even in cases where considerable pressure is brought to bear by the clients, and copyright owners of the program themselves." Mr. Grombach further charged that instantaneous recording also is handled on a similar basis, with NBC's own recording facilities being the only ones allowed line facilities. It is further stated:

"NBC even claims that no one has a right to record programs 'off the air' from these stations for file purposes, even when said file recordings are ordered by the advertiser and owner and producer of the programs and when said recordings are cleared by unions, etc., and are not for any rebroadcast for commercial use.

"These matters we want to present in an unprejudiced manner to the Commission to find out whether a license and channel granted WJZ and WEAF by the U. S. Government and broadcast material received 'off the air' can be controlled as stated by a corporation or group of interlocking corporations, also if such a license and channel entitled them to exclusive recording rights in an allied but different industry."

The American Guild appearance was filed by Leo Fischer, executive secretary, and Henry Jaffe, attorney. Mr. Jaffe is the partner of Sol A. Rosenblatt, former NRA deputy administrator in charge of the broadcasting industry code, and also counsel for Transamerican. The Guild, the appearance stated, is a labor union affiliated with AFL and is a branch of the Associated Actors & Artistes of America. Its jurisdiction is over musical solo artists, chorus and ballet.

The appearance alleged that by the purchase and consolidation of a "vast majority" of the then independent managers, NBC and CBS have acquired "a monopolistic stranglehold on the services of concert and opera stars whose appearances on radio are essential to the radio industry, with the result, *inter alia*, that competition for the services of these artists have been stifled."

### Artist Monopoly Claimed

It was further alleged that to aid this "monopoly", CBS and NBC have together "acquired monopolistic control of the business of concert management by operating, as a side line, community and civic concert courses in some 400 cities."

It was charged that this "monopoly" has restrained competition among stations for the services of the artists and resulted in "great injustice to them because they have been left with no practical alternative than to submit to management by NBC or CBS or their controlled companies.

"CBS and NBC have thus acted in a dual capacity—as artists' managers they owe a duty to the artist to obtain the best terms for them; as owners of radio stations and as producers of concerts, they have placed the artist in the position where his own representative is also, at the same time, the employer of the artist, or is directly and indirectly interested on behalf of the producer of the concert or the manager of the radio station."

Finally, it was argued that by achieving "a practical monopoly of the management of the concert artists" NBC and CBS "have thus committed acts which by their very nature tend towards monopoly in the radio industry."

Aside from the industry groups, the appearances filed by CIO, AFM and National Committee on Education by Radio are viewed as significant. CIO complained about alleged discriminations against labor unions by stations. AFM, despite its recent successful negotiations with the industry on reemployment of musicians, revived the "canned music" and unemployment issues. The Education Committee through S. Howard Evans, its executive secretary, said it would produce testimony relating to monopoly.

Independent Radio Network Affiliates is expected to play an important part in the proceedings. Its appearances, however, did not divulge the scope of its presentation. Samuel R. Rosenbaum, chairman of IRNA, is expected to make the principal presentation for the group, which has held several conferences through duly appointed committees with NBC and CBS regarding network - affiliate - policies and practices.

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THE postponed 15-round bout between Henry Armstrong and Ceferino Garcia for the welterweight championship of the world, will be broadcast Nov. 25 on NBC-Blue from Madison Square Garden, New York. The fight will be one of the NBC-Blue fight series sponsored by Adam Hat Stores, New York.

KDYL
COMES IN
BETTER
THAN EVER

**Multiply this by THOUSANDS**

Yes, additional thousands of families are now enjoying the world's finest programs over greater KDYL.

Increased power, with up-to-the-minute broadcasting equipment, enables KDYL to deliver your message to a new and receptive group in addition to the group that has always enjoyed KDYL programs.

*Now* 5,000 WATTS

The enlarged KDYL audience comprises the greatest market between Denver and the Pacific Coast . . . alert, responsive people who are able to buy.

*Are you making the most of this opportunity?*

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THE *POPULAR* STATION
*Salt Lake City, Utah*
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NBC RED NETWORK

THE PICK OF THE
**RADIO**
STATIONS IN WESTERN CANADA

In Western Canada—
all these stations are
C.B.C. basic outlets.

In
**Manitoba**

**CKY Winnipeg**
is western Canada's Most Powerful Station

and

**CKX Brandon**
completes the Manitoba radio coverage.

In
**Saskatchewan**

The people listen to—
**CKCK Regina**
. . * delivers 82.7% of Regina Audience
**CHAB Moose Jaw**
. . * delivers 72.6% of Moose Jaw Audience
**CKBI Prince Albert**
. . * serving the Rich Wheat Lands of the North

In
**Alberta**

These three stations afford the only 100% coverage.

**CJCA Edmonton**
. . * delivers 70% of Edmonton Audience
**CFAC Calgary**
. . * delivers 65% of Calgary Audience
**CJOC Lethbridge**
. . * delivers 86% of Lethbridge Audience

In
**British Columbia**

For maximum coverage at minimum cost use
**CKWX Vancouver**
(not basic CBC)
**CJAT Trail**

Canadian Representatives
ALL-CANADA
RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
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NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

*1938 SURVEY FIGURES

# Studio Notes

RADIO Division of the Federal Theater Project is recording *Epics of America* and *Men Against Death*, two of the FTP's most successful programs, as the first move in establishing a library of educational recordings for use in classrooms. The first recordings will be available before the new year, according to Evan Roberts, managing director of the Radio Division. Many schools have already appropriated money to obtain a constant supply of records at cost, he said. Georgia, for instance, has appropriated $125,000 to buy records and equipment, and Mr. Roberts believes that such appropriations will mean an increased market for sound-reproducing equipment.

UNITED PRESS has added seven American and four Canadian stations to the list of subscribers for its news service, according to Al Harrison, radio sales director for UP. Stations are KGO and KPO, San Francisco; WTOC, Savannah; WFOY, St. Augustine, Fla.; WPAX, Thomasville, Ga.; WGN, Chicago; WTOL, Toledo; CFCN, Calgary; CKBI, Prince Albert; CHNS, Halifax; CHRC, Quebec.

UNITS of the *Boone County Jamboree* of WLW, Cincinnati, are making five road appearances in Ohio during November. The units feature Charlie Wayne, m.c. of the *Jamboree*, the *Drifting Pioneers* and Judy Bell, and the *Five Aces*.

KROY, Sacramento, is offering free breakfast to those attending the new *Top'o the Morning* program, which El Lundy and Lee Kendell are handling before the microphones.

RADIO was represented at the eighth annual exhibition of the Advertising & Sales Club of Toronto, at the Royal York Hotel Oct. 24-27, with exhibits by CFRB, Toronto, All-Canada Radio Facilities, and Grow & Pitcher Broadcasting Agencies. N. P. Colwell, of Canadian Facts Registered, well-known in United States and Canadian radio circles, spoke on "Growth of Radio in Advertising".

CFAR, Flin Flon, Man., helping the local Rotary Club raise funds to buy an iron lung, carried a daily five-minute appeal, tracing the progress of the drive, naming donors and announcing all money-raising activities. With the goal originally set at $1,000, the drive netted $2,200, and the Rotary Club bought a baby incubator and respirator in addition to the iron lung.

WFBL, Syracuse, has signed a long-term contract with INS for day and night service. A direct tieup with the Syracuse police and fire departments will also be used, according to WFBL.

**Universal AIRMASTER Microphones**

A new constant air-velocity super-microphone. Notable for fidelity of tone, sensitivity and wide range pickup. Freq. range 30 to 12,000 CPS. Output level -62 db. Includes 3-prong lock ring plug and 25 ft. rubber covered cable.

Model AV-H, high impedance (direct to grid): AV-P, to match 500 ohms line: AV-L, to match 200 ohm line: and AV-D, 33 ohms to match inputs, mixers or other low impedance lines.

Microphone Division

U
*Universal Microphone Co., Ltd.*
INGLEWOOD, CALIFORNIA, U.S.A.

### Booth Ablaze

NOT MUCH startled by a fire which broke out in the press box atop the grand stand during a play-by-play broadcast of a football game recently, Sportscaster Tuck Young, Program Director Jimmie Mugford and Engineer Boyd Station, handling the game for WSPA, Spartanburg, S. C., continued their account of the game until driven from the booth by the fire brigade—and then described the work of firemen until heat severed the power lines and ended the broadcast. The fire was extinguished shortly, with no casualties other than minor burns to Messrs. Young and Station.

UNIVERSAL LISTENING SERVICE, a bureau for checking radio programs, has started at 719 Montrose Ave., Chicago, under direction of Herbert Zagor. Handling the Bulova Watch Co. and Westfield Co. accounts, the new firm's telephone is Bittersweet 8271.

H. V. KALTENBORN, CBS news analyst, has been presented with a scroll for his "surpassingly brilliant broadcasts on the European crisis," and signed by Major Edward Bowes, Fred Allen, Gracie Allen, Jack Benny, Edgar Bergen, Ben Bernie, George Burns, Eddie Cantor, Bing Crosby, Cecil B. DeMille, Al Jolson, Andre Kostelanetz, Lily Pons, Kate Smith, John Charles Thomas and Paul Whiteman.

JERRY BELCHER'S program, *Interesting Neighbors*, which was sponsored through the summer by F. W. Fitch & Co., Des Moines (shampoo), on Nov. 3 was resumed as a sustaining show on NBC-Blue, Thursdays, 8-8:30 p. m.

WNYC, New York, has opened a new theatre studio in the Health Department Bldg. on Foley Square, New York, to accommodate large audiences.

WFLA, Tampa, solves the problem of lending microphones for civic stunts by mounting a microphone-shaped match holder, part of an RCA ashtray, on the regular mike stand and loaning this "reasonably accurate facsimile" to the churches and other organizations wanting it as a prop.

LONGEST remote broadcast for WTMJ, Milwaukee, was accomplished Nov. 12, with Russ Winnie covering the Wisconsin UCLA football game in Los Angeles. Between halves Sportscaster Winnie introduced Wisconsinites who have made good in Hollywood, including Spencer Tracy, Frederic March, Fred MacMurray and Stanley Morner, a WTMJ alumnus. The broadcast was sponsored by Wadhams Oil Co., who sponsor all Wisconsin U. and Green Bay Packers game broadcasts.

ENTHUSIASM
for SALE!
NBC
K·A·N·S
WICHITA, KANSAS

TO MEET new requirements brought about by lengthened time on the air, increased activities and larger scale programs, the CBC's Montreal stations, CBM and CBF, are opening three more studios in the King's Hall Bldg., where present studios and offices are located. One of the three new studios is of concert hall size and construction, for use of symphony orchestras and choirs. A second floor spectators' gallery is included. Next to the gallery is a reverberation chamber containing amplifying apparatus for an electric organ. The other two studios are smaller, for use of chamber music, piano recitals, and plays. Each studio has its own control room and visitors' observation booth. The studios are decorated in modern style.

WJTN, Jamestown, N. Y., owned and operated by the Harry Wilder interests, moved Oct. 31 into new quarters in the Hotel Jamestown. WJTN resumed its regular schedule at 7:30 the following morning due to the all-night work of Chief Engineer H. J. Kratzert, Francis King and Tom Gill.

SCRIPT of the opening programs in the new series, *The Land We Live In*, half-hour dramatization of St. Louis history sponsored by Union Electric Co. on KMOX, St. Louis, has been placed in the cornerstone of a new building on the grounds of Jefferson Barracks, historic army post near St. Louis. The script, presented by Manager Merle S. Jones, was written by Gerald Holland and produced by Arthur Casey, both of KMOX.

WHEN Canadian newspapers printed a barrage of condemnatory editorials, articles and interviews concerning radio following the CBS Mercury Theatre *War of the Worlds* program, Ken Soble, general manager of CHML, Hamilton, Ont., replied with four newscasts featuring statements of unqualified praise for radio by Hamilton's mayor and other public officials.

WLS, Chicago, has started a Sunday evening half-hour dramatic serial, *The Bradleys of Prairie Farm*, designed to show city and farm folk that their problems are mutually dependent on each other. The institutional series is sponsored by the *Prairie Farmer*.

WWL, New Orleans, fed 18 broadcasts of the Eighth National Eucharistic Congress, held there Oct. 17-20, to the four other New Orleans stations, WSMB, WDSU, WBNO and WJBW. WWL facilities were also used to feed three programs to both NBC and CBS.

WIRE, Indianapolis, has published a new rate card which, beside listing revised rates, includes information on WIRE's commission, regulations, restrictions and facilities.

FOR ITS public safety work, WCCO, Minneapolis, was given a special vote of cognizance at the recent 32nd Annual Convention of the Minnesota State Automobile Assn. The resolution stated that "many lives have been saved and the public continuously educated to respect the rights and privileges of all motorists and pedestrians who must use our streets and highways" through WCCO's efforts.

THE atmosphere of historic concerts given in famous music halls, salons or courts of Europe is recaptured in a new series of weekly programs entitled *Famous Musical Evenings*, featuring the Columbia Concert Orchestra directed by Bernard Herrmann, on the CBS network. Music of the period depicted is played while a narrator intersperses word pictures of the place, the occasion and such sidelights as the "presence" of royal patrons.

WTAR, Norfolk, broadcast an elaborate radio show from the Naval Operating Base there on Navy Day, Oct. 27. The program included broadcasts from a Navy plane, a two-way conversation with a diver at the bottom of the Elizabeth River, a shortwave show from the *Yorktown*, 30 miles at sea, and luncheon speeches, dance music and interviews with Navy personnel, all under supervision of Technical Director J. L. Grether.

## Newspapers in Chicago Assisting Radio Council

COOPERATING with the Chicago Radio Council in a series of programs designed for reception in the classroom are the local *Herald & Examiner* and the Chicago *Times*. On Mondays the *Herald* previews the Tuesday broadcasts of *Science Reporter* on WJJD, giving background material slanted for school children. The *Times* is running a series of historical pictures as a tie-in with *Chicagoland*, a Wednesday afternoon program for grade school pupils. Prizes totaling $100 are offered for the best scrap book of all the pictures.

Unique series called *You and Your Hobby* has started on WENR under auspices of the Council. Each Thursday afternoon some particular hobby is discussed, such as model airplanes. Then in cooperation with the Industrial Arts Laboratory a part of the Chicago school system, blue prints and design sheets are sent to all listeners. The series ties in with more than 200 school hobby clubs. The Council publishes a weekly radio program bulletin and digest of its radio work. The bulletin for the week of Oct. 20 read in part, "It has come to our notice that an advertisement for a radio selling at $5.95 has been sent to all Chicago schools. In our opinion it is in no way adequate for classroom reception, and we advise strongly against the purchase of this instrument."

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CHICAGO stations receiving honorary awards for program merit from the Illinois Woman's Press Assn. at a luncheon Nov. 12 included WGN, WENR, WLS, WAAF. WGN's *Concert Revue* featuring the music of Henry Weber was awarded "for encouraging modern cultural music;" its *Painted Dreams* serial, sponsored by Sterling Products Co., was honored as an outstanding "cultural dramatic program," and Clifton Utley of the Chicago Council on Foreign Relations was awarded for his weekly reviews of foreign news on WGN. On WENR, Donald Dowd was awarded for his announcing of the *Music as You Desire It* series sponsored by RCA-Victor, while *America's Town Meeting of the Air* was awarded for "unbiased discussions of economic, political and international problems." Children's program on WENR featuring Malcolm Claire was also honored. On WAAF, the *Symphonic Hour* was awarded for its high rating as "cultural music." Quaker Oats Co. was cited for its *Man On The Farm* series originating on WLS as an "outstanding program for farm and rural audiences". The Saturday noon time series features Chuck Acree in broadcasts from a farm owned and operated by Quaker Oats Co.

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TRANSFER of the license of WLBL, Stevens Point, Wis., from the State Department of Agriculture and Markets to the board of regents of the University of Wisconsin was approved Nov. 9 by the FCC.

KFRU
●
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri
●

## SCHOOLS CLOSED
### But WHIO Gives Regular Classes in Dayton

WHEN Dayton, O., schools closed late in October due to lack of funds, program schedules of WHIO were hastily revamped to make room for daily educational programs to carry on regular school work. With cooperation of the board of education and school teachers, WHIO started on Oct. 31 carrying four periods each day, conducted by teachers with regular classes reciting in the studio, along with supplementary educational features which have been carried regularly since the start of the school year. The curriculum of the "radio school" closely follows that of Dayton's junior and senior high schools.

Typical day's program on WHIO directed at out-of-school students includes English instruction, 8:30-8:45 a. m.; biology discussion, 8:45-9 a. m.; French, 1:30-1:45 p. m.; American history, 1:45-2 p. m.; *American School of the Air*, 2:30-3:45 p. m.; juvenile dramatizations of fairy tales and legends, 5-5:30 p. m.; *Today*, news broadcast, 6:45-7 p. m. Arrangements for the "school" are in the hands of Supt. Emerson Landis and Asst. Supt. Norman B. Wine of the Dayton Board of Education; Mrs. J. Davis, president of the Montgomery County Parent-Teacher Assn.; Walter Locke, editor of the *Dayton Daily News;* Rev. Daniel Brownlee, executive secretary of the Dayton Council of Churches, and J. L. Reinsch, WHIO manager.

## Author Sues NBC

NBC was sued in Federal court in San Francisco in early November by Hugh Wiley, author of humorous negro stories, who charged unfair competition for using a character contained in his copyrighted stories. The suit demanded that the NBC pay him all its profits on the sustaining serial, *Sons of the Lone Star*. The character under dispute is "The Wildcat", which figured in seven of the NBC episodes of the drama on the Blue network on the coast. Frederick Leuschner, counsel for NBC, will move for dismissal on the ground that a character can't be copyrighted and that the only similarity between the two is the race and dialect.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
●
590 On the dial
1000 Watts
Michigan's No1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

## Students Assume Charge Of WBAL For One Day

AS PART of a radio promotion campaign in local schools, high school students will take over operation of WBAL, Baltimore, Nov. 18. Working around the studio for a few days for experience, the students on that day will supply a complete station personnel, from manager to office boy, salesmen to continuity writers.

Other phases of WBAL's educational activities include production of a radio show and broadcasting a regular quarter-hour program direct from each of the Baltimore high schools; inviting the fifth, sixth and seventh grades of 52 local schools to visit the studio and put on a quarter-hour program, using their own ideas and broadcasting a weekly quarter-hour of dramatizations by students.

SEEDS and SALES!
For a volume sales harvest, let WAIR sow your advertising seeds throughout this fertile, receptive money-spending market. WAIR is a powerful sales producer.
WAIR
Winston-Salem, North Carolina
*National Representatives*
Sears & Ayer

RUSH THE WHOLE CROP TO OUR HOTEL, SI!
The fact that people gotta eat - - and that Red River Valley produces PREMIUM FOODS - - makes our wealth stable, makes us hayseeds easy spenders. We buy, f'r instance, one-third of all retail sales made in North Dakota, South Dakota and Minnesota combined [except for the counties containing Minneapolis and St. Paul]. WDAY is the ONE station that covers all the Valley, all the time. Our low rates top off the bargain! . . . Shall we send you the full story?
WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

## FTC Stipulations

STIPULATIONS involving former or current users of radio have been handed down by the Federal Trade Commission against Akron Lamp & Mfg. Co., Akron, for alleged false claims regarding the power of their lamps; G. E. Conkey Co., Cleveland (poultry feed) for claims regarding egg-producing power of its product; Phillips Petroleum Co. Bartlesville, Okla., for claiming its gasoline is tailored to climatic conditions according to weather bureau standards, etc.; Armand Co., Des Moines, for claims on behalf of its cosmetics.

TITLED *The History of Western Electric*, a profusely illustrated booklet was released Nov. 10. It is the first publication Western Electric ever has issued in popular form and is being made available to employes of the Bell System and to such members of the public as are interested.

YOU KNOW
KALTENBORN
NOW READ
HIS BOOK

I
BROADCAST
THE CRISIS

Just published—the fascinating story of how radio "covers" world history while it is happening—a record of all the important speeches of Hitler, Chamberlain, etc.—and Kaltenborn's own *interpretations* of those world-stirring events. Kaltenborn has accurately forecast every move on Europe's chessboard so far; to know *what will happen next*, read his book!

368 pages, $2.00

RANDOM HOUSE
20 E. 57 Street, New York

# McNinch Finishes Major FCC Shifts

*(Continued from page 13)*

mission upon consideration of recommendations by the examiner.

"Thereafter the Commission, instead of the person who presided at the hearing will file a proposed report of findings of fact and conclusions of law in each case, which report shall be public," he said. "Opportunity will be afforded for the filing of exceptions and oral argument, before the Commission issues its final report of order."

Why Mr. Dalberg was singled out among all the examiners for dismissal, remains a mystery. One of the first new examiners to be named when the FCC was created in 1934, he came to the FCC from private law practice in New York. He had been head of the Democratic Committee Speakers Bureau in the 1932 campaign, and, it is understood, had a high rating on the Civil Service lists. Mr. Dalberg made no formal statement, but asserted when questioned that he was "completely flabbergasted" and had never been called in by the chairman.

Examiners transferred to the Law Department were P. W. Seward, George H. Hill, John P. Bramhall, Robert L. Irwin, Rosel H. Hyde and Tyler Berry. They were transferred at their present grade and salary.

It is anticipated there will be transfers, resignations and possibly dismissals among lawyers in the immediate future. Obviously, General Counsel Dempsey will be confronted with a sizeable reorganization task with six new former examiners to assign in his department. Already, it is learned, several changes in assignments have been effected, but not announced.

### Too Quick, Says Craven

Unlike the Gary dismissal of last month, no charges of inefficiency were made against the three officials released. Mr. McNinch stated he had not consulted the President about the changes, but said he was under mandate to reorganize the FCC in a manner that would be conducive to efficiency.

Commissioner Craven said he regretted the action of the majority. Although the public press "has been filled with rumors of reorganization of the Commission staff," he said the first official notification of the nature and purpose of the proposed action came at the Commission meeting at which the majority voted. "I regret that, in view of the ramifications of the action, those individual Commissioners who were taken by surprise were not accorded the courtesy to study the proposals at greater length," he stated.

Declaring he was disturbed by some of the factors involved, Commissioner Craven said he felt that "our basic difficulties might be the result of the failure of Commissioners acting as a body to properly direct and indoctrinate the subordinate staff of the Commission. I informed my colleagues that I could not agree that the staff should be burdened unfairly with all the blame and that I am ever willing to cooperate with the Commission in an endeavor to discuss all of the available methods for improving the effectiveness and manner of performing work at the Commission."

He said he voted against abolition of the Examining Division because he felt that "grave questions of procedure involving undesirable control of the nation's communication systems might be involved and because I felt that long Government service and excellent record of efficiency should be recognized by this Commission. Moreover, I felt that these men should be given an opportunity to be heard by the Commissioners prior to their severance from the service. Likewise, I am concerned with reference to the effect on Civil Service in Government by action such as that taken today."

Commissioner Craven said he voted against employment of Mr. Ramsay because he did not know the man, had no opportunity to investigate his qualifications and because he felt the Commission might be in danger of evading the spirit of the Civil Service Act. Furthermore, he said, he felt that if the majority of the Commission desired Mr. Ramsey's services in an advisory capacity for a temporary period, he could have been employed in addition to the present staff.

Mr. Arnold, with a record of 17 years under Civil Service, goes on leave until Jan. 13. Whether he has made a new connection was not known as BROADCASTING went to press. His position paid $7,000 a year. It is understood he had been offered a post with the Veterans Administration, with which agency he served prior to joining the FCC, but that the salary was only $5,000 and that he had rejected it.

Like the release of Mr. Arnold, that of Mr. Wisner's has been reported in the daily press for several weeks. Mr. Wisner was press officer for the old Radio Commission, and has served continuously in the Government for the last 12 years. The effective date of his release, covering accumulated leave, is Dec. 28.

Chairman McNinch explained in his statement that reorganization of the Commission's information work was initiated with the abolition of the Wisner office. "Mr. Ramsay," the Chairman said, "will study and report to the Commission as to how the collecting and disseminating of information can best be handled, giving some initial help in handling it, and render such other assistance to the Chairman and the Commission as relates itself to this task." He will be designated special assistant to the chairman.

Mr. Ramsay formerly was with the Hearst organization, and specialized in power and utility reporting. He has been with REA for the last three years, and he is author of a book titled *Pyramids of Power*. Mr. McNinch indicated Mr. Wisner's successor as publicity man for the FCC will be named before Mr. Ramsay's 90-day temporary tenure expires.

### Information Office Inadequate

Mr. McNinch said the information office, which has been handling matters of routine character, has been "wholly inadequate and ineffective." Much information relating to developments in radio, television, telephony and other means of communication is received by the FCC and is of first rank importance, he said, and because there is no present arrangement for collecting and disseminating this information the reorganization was decided upon.

The new procedure on hearing of cases will be more "liquid," Mr. McNinch said. It will enable the Commission to assign employes best qualified for the particular case to sit on it, whether attorneys, engineers, or examiners, he declared. The whole staff will be the possible field for selection of such personnel. Moreover, he declared, it should enable the Commission to close the gap between the time applications are heard and decided.

Questioned about possible Civil Service complications, Chairman

2 out of 3
IN METROPOLITAN NEW YORK
ARE FOREIGN RESIDENTS . . .
MORE PEOPLE THAN RESIDE IN
CHICAGO AND PHILADELPHIA
Served Intimately By
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

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News
is your best bet
TRANSRADIO
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NBC BLUE NETWORK
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McNinch said the changes are primarily "organizational" and only secondary as they may affect personnel. Under the law, he explained, the Commission has a right to abolish any unit functioning under it.

Regarding Commission personnel itself, Chairman McNinch said he had no plan whatever and had made no recommendations to the President. Should the Chief Executive consult him, he declared, he obviously would give him his best judgment.

Asked whether he felt a "single administrator" might be desirable for communications regulation, Mr. McNinch said he thought it would be impractical, adding he had no hesitancy in saying he would not recommend it. On the other hand he declared that there have been repeated discussions among independent commissioners about the advisability of smaller or larger boards.

### Arnold's Statement

Mr. Arnold issued a detailed statement coincident with the Commission's action. He said that from his experience as chief examiner he felt the action of the Commission in placing examiners under jurisdiction of the general counsel "is fundamentally wrong, is contrary to the practice as suggested by the Supreme Court of the United States in the case of Fred O. Morgan doing business as Fred O. Morgan Sheep Commission Co. et al, appellants, vs. the United States of America, and the Secretary of Agriculture, and puts the judicial work of the Commission directly under the authority and control of the legal department, which in many matters represents the opposition."

Referring to the recent letter of the chairman of the Civil Service Commission, proposing that examiners and other employes be exempted from Civil Service requirements, Mr. Arnold said that it was the apparent desire of the chairman that examiners who hold hearings in a judicial capacity "are to be guided in their decisions according to the will of the Commissioners." This, he added, "is a departure not only from the procedure heretofore followed in this Commission, but in other Commissions of the Government."

Mr. Arnold quoted various memoranda and recommendations dealing with his stewardship. He pointed out that the Commission has approved approximately 92% of the reports made by examiners and said he believed it was a "great record." He stated also that he had endeavored to get some word from the chairman as to policy but said that since the abolition of the divisions a year ago, there has never been a conference with the Commission or any of its members and the examining department.

Mr. Wisner also issued a statement in which he declared the Commission's action "came as a great surprise to me." He said that the chairman at no time had indicated to him the action was contemplated and that he paid no attention to rumors "that he was after my scalp." Pointing out that he had been under Civil Service for nearly 12 years, Mr. Wisner declared he felt his record at the Civil Service Commission was such that he would be "protected from arbitrary and capricious actions." He added it is "evident in this case Civil Service broke down completely and the law was ignored by circumvention. No one under Civil Service can henceforth feel secure."

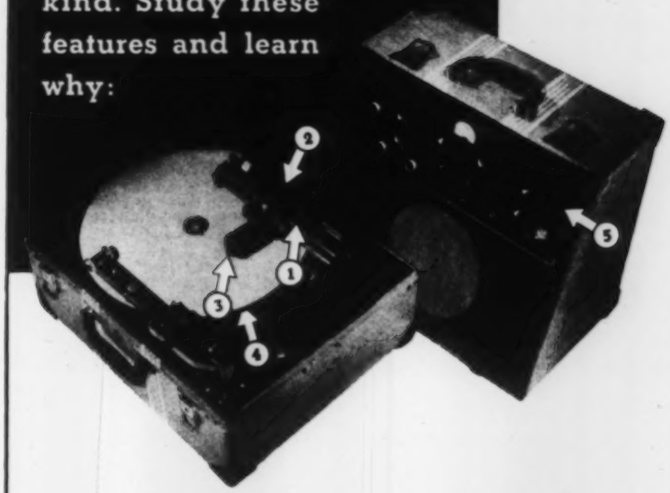
### Civil Service Probe

Adding to the furore was the statement Nov. 10 by Harry B. Mitchell, chairman of the Civil Service Commission, that an investigation of the most recent dismissals might be made to determine whether any Civil Service regulations have been violated. He made no flat statement on it but the concern seemed to be that the dismissals of the three FCC employes without hearing might establish a precedent which would be followed by other governmental agencies.

Chairman Mitchell last month publicly announced that the Commission looked with disfavor on the original plan of Chairman McNinch to exempt some 60 attorneys, examiners and other "confidential employes from Civil Service requirements after he had received a joint letter from Commissioners Craven and Payne questioning chairman's formal proposal.

Immediately following the dismissal action, rumor was rampant. One report was that the three highest salaried examiners — Dalberg, Seward and Bramhall—were slated for removal, with the abolition of the Examining Division. The unconfirmed report was that the latter two managed to have high Government officials intervene in their behalf with the result that they were retained.

With interest in the FCC operations so heightened, it was felt certain that the whole issue might be raised on Capitol Hill even before Congress convenes. The subcommittee of the House Appropriations Committee in charge of independent offices will hold its customary hearings during December on the FCC budget. The chairman and such other members of the Commission as he may designate appear before this committee. As a matter of fact, the committee can call all members. Rep. Woodrum (D-Va.) is chairman of the subcommittee, which holds its sessions behind closed doors. The transcript of the hearings is made public at the time the independent offices appropriations bill is introduced early in the new session.



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**This is the Model F-26-2 Recorder, bringing even finer quality to the finished recording through the incorporation of many new features in both recorder and amplifier:**

1. **RECORDER HEAD CARRIAGE MECHANISM**—assures absolute freedom of movement vertically, with no movement horizontally, by ground cone ball-bearings supporting the cutter head arm.
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**The Model F-26-2 Recorder in its light, smart and sturdy new carrying-case, has been brought to a new pitch of perfection in both appearance and performance.**

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CHML - NEWS

A simple equation . . . but behind CHML's reputation for being "Canada's Leading News Station" is an efficient News Department supplementing Transradio's sparkling world-wide news, with "on the spot" local coverage. No wonder the overwhelming majority of listeners in Hamilton, Ontario prefer . . . . . . . . .

HAMILTON CHML ONTARIO

Canada's Richest Market

### WHN Rejects Coughlin

FATHER Charles E. Coughlin, Detroit radio priest, on Nov. 6 began a new series of broadcasts on WMCA, New York, exclusively, Sundays, 4-5 p. m. The broadcasts were rejected by WHN, New York, previously scheduled as the outlet, because of Father Coughlin's refusal to comply with the station's rule which requires submission of speech in advance of the broadcast. Aircasters Inc., Chicago, places.

BETTER RESULTS *with* LEHIGH VERTICAL RADIATORS

Lehigh welcomes inquiries concerning your antenna problems.

Illustrated: 242 ft. insulated Lehigh Vertical Radiator at WKAQ, San Juan, P. R., built to withstand 200 mile indicated wind velocity.

LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.

## Equipment

INSTITUTE of Radio Engineers, 330 W. 42nd St., New York City, has issued a 42-page booklet *Standards on Transmitters and Antennas 1938* prepared by its standards committee headed by L. C. F. Horle and its technical committee on transmitters and antennas headed by J. C. Schelling.

GENERAL RADIO Co., Cambridge, Mass., has issued its new 216-page Catalog K, including descriptions and prices of all apparatus manufactured by it.

RCA Mfg. Co., Camden, has issued a new catalogue and price list on RCA transmitting and special purpose vacuum tubes and accessories.

A HIGH-SPEED telegraph printer system, enabling a roving reporter to type his story directly into the newsroom of his paper by means of a specially designed typewriter which can be inductively coupled to any telephone, is covered in Patent 2,133,811, recently issued to W. G. H. Finch, former assistant chief engineer of the FCC and now head of Finch Telecommunications Laboratories New York. Signals can be transmitted to the phone company's central office from any telephone subscriber station through his invention, Mr. Finch explained, enabling operation of the plan on a pay-as-you-use basis.

WTAR, Norfolk, with plans for a new control room under way and new speech input equipment ready for installation, has set engineers to work on two new mobile units. Call letters WAHE and WAHF have been assigned the portable transmitters, which will operate with 50 watts on 1606, 2022, 2102 and 2758 kc.

WWL, New Orleans, has started construction of a new directional antenna, manufactured by the International Derrick Corp., which will probably be completed within the next two months.

W. G. H. FINCH, president of Finch Telecommunications Laboratories Inc., New York, has announced that International Standard Electric Corp., International Telephone & Telegraph Co. subsidiary, has taken out a license under the Finch facsimile patents.

ALLEN B. DuMONT Labs., Passaic, N. J., have gone into regular production of the 14-inch teletron or cathode-ray television tubes.

...GOOD MORNING!

When Polly Shedlove says "Good Morning" her large audience eagerly welcomes her sprightly, human, friendly-neighbor visit. She and her guests bring helpful, entertaining minutes, so crowded with animated conversation that they stay until her final "I'll be dashing along now." Here's the New York participating show for results...on the air every morning from 9:00 to 9:30 a. m.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES
EDWARD PETRY & CO., INC.

### Remote Amplifier

USING parts of a discarded condenser mike head, Dick Whitman, engineer of WBT, Charlotte, has built a new compact remote amplifier. Weighing under 20 pounds and measuring 18 x 12 x 8 inches, the amplifier is built in a leather case complete with batteries, and eliminates taking bulky equipment to the scene of remote broadcasts.

A NEW RCA facsimile scanner is being installed at the transmitter building of WOR, at Carteret, N. J. For some months WOR has been experimenting in the early morning hours with the Finch facsimile system and is adding the RCA equipment for a series of tests in which the relative advantages of each method of picture transmission will be determined.

WOR, Newark, has been assigned an experimental license for a new high-frequency station, W2XVS, which will permit communication with WOR portable relay transmitters when in the air, on the sea or enroute to special events broadcasts.

NEW Collins mobile unit of WFLA, Tampa, for which the call letters WTHB have been reserved by the FCC, has been delivered and is being assembled for operation.

KIT containing all material needed to construct half-inch coaxial cable has been made available for amateurs, experimenters and engineers by Transducer Corp., New York, manufacturer of Co-X concentric cable. The kit includes inner conductor, insulators, outer shieldings, clips, screws, nuts, eyelets and instructions for assembly of the cable.

AN RCA 250-G transmitter has been ordered by the *Bend Bulletin* for the new KBND, Bend, Ore., 100 watts night and 250 day on 1310 kc., recently authorized by the FCC.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is manufacturing a 1½ ounce "watch model" mike and announces it as the "world's smallest enclosed workable single button microphone". Originally designed for detectaphone work because of its size, the instrument is also adaptable as a lapel microphone for "man on the street" broadcasts and other special events.

KIRO, Seattle, recently completed construction of an additional control booth, WE equipped throughout, and installation of a Presto recorder.

WPIC, Sharon, Pa., has purchased a Collins 12-X amplifier.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & PETERS

SECOND issue of *Terminal Radiogram*, bulletin of technical information published by Terminal Radio Corp., New York, has expanded to twice the size of the first issue.

CKPR, Port Arthur, Ont., started operation of its new 1,000-watt Canadian Marconi transmitter recently on a frequency of 580 kc., moving from 730 kc.

WOAI, San Antonio, has installed a new RCA booster amplifier, its third set of RCA remote equipment and a 44B RCA microphone.

WGN, Chicago, has completed the installation of its ground system at the new transmitter site 24 miles northwest of the Loop. Composed of 18 miles of copper wire, the new ground system was installed under direction of Carl J. Meyers, WGN chief engineer.

WCNW, Brooklyn, is installing a complete set of new WE amplifiers and is negotiating to purchase a new high-fidelity transmitter.

WIRE, Indianapolis, which recently installed a complete new transmitting plant, has applied to the FCC to increase its power from 500 to 1,000 watts.

WARD, Brooklyn, has applied to the FCC for authority to erect a new vertical antenna and to move its transmitter from Long Island City to 204 Scholes St., Brooklyn.

THE old transmitter of KNX, Los Angeles, together with its 450-foot vertical radiator, has been sold to the Voz de Colombia, S. A., through Conrad R. Strassner, factory representative at Los Angeles.

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## *TRANSMITTER SHIFT IS ASKED BY WREN*

WREN, Lawrence, Kan., NBC-Blue outlet for the Kansas City market, has filed an application with the FCC to move the station's transmitter closer to Kansas City, according to an announcement by Vernon H. (Bing) Smith, president and general manager.

WREN seeks authority to remove the transmitter from Leavenworth County, Kan., to a point northeast of Johnson County. The application also seeks permission to establish studios in Kansas City as well as in Lawrence.

Operating on the 1220 kc. channel with 1,000 watts night and 5,000 watts day, WREN has been the NBC-Blue outlet for a number of years for the Kansas City area. A contract for sale of the station to the *Kansas City Star* several months ago was denied by the FCC and its present owners have decided to continue its operation.

Mr. Smith announced that for the past several months radio engineers in Washington have surveyed the Kansas City area in connection with the WREN removal. Their surveys show that through the move to the proposed new location, the station would be able better to serve listeners in metropolitan Kansas City and at the same time render a more substantial service to listeners in Lawrence and Kansas as a whole and to listeners in Western Missouri.

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TROY BROADCASTING Co., recently authorized to build a new 1,000-watt daytime regional in Troy, N. Y. (WTRY), has established offices in 301 Proctor Bldg., Troy, with Edward Robinson, formerly of WSYR, Syracuse, and WJTN, Jamestown, in charge. Col. Harry C. Wilder, president of WSYR, heads the Troy company.

# Program Pre-Test System Described

A REPORT of the pre-testing of radio programs carried on by Miller, Franklin & Co., New York, at the Chautauqua and Trenton State Fairs in the Oct. 15th issue of BROADCASTING erroneously credited Miller, Franklin & Co. with development of the "televote" system used to count the votes of the audience before whom the program was presented according to the inventor of the Televote System, Nevil Monroe Hopkins, research engineer, who also developed the Radiovote System [BROADCASTING, May 1, 1934].

Idea of the Televote System is to collect the consensus of a theatre audience or other gathering, voting being secret but the result being immediately announced. Voting is done through small push buttons at each seat, each button being connected to a tiny resistance in a circuit and the total resistance being measured on a dial calibrated to read from 0 to 100. When a question is asked and those in favor press their buttons, the percentage of the affirmative votes to the entire audience is immediately registered on the dial and its image, cast on a screen gives that answer to the audience.

### Sounding the Nation

"With this system," writes Mr. Hopkins, "the great audiences in scattered halls and theatres throughout the country may not only know their own audience reaction, as projected on the screen, but after a few minutes' time the consensus of the audiences in all other equipped theatres throughout the nation may be learned by telegraph and radio and the rebroadcast of the question with its mass reaction made. In this way, not only the members of all theatre audiences equipped with my system will hear the question and see the reply displayed, but all those listening-in in their homes will hear the voting and the results, through the agency of their home radio receivers."

An alternate plan developed by Mr. Hopkins will measure the audience opinion through reflector cards instead of push buttons, cards black on one side and copper colored on the other reflecting "yes" or "no" votes to infra-red radiation projected from the stage. In cooperation with the American Transformer Co. of Newark, Mr. Hopkins has also developed a fully automatic Radiovote System, the voting stations being responsive to the energy of a broadcast radio signal.

# Protests Against Option on WPTF

*(Continued from page 17)*

is not whether WPTF or others similarly situated are effectively serving their respective communities, but "solely that of monopoly of the air and whether the small independent is to be permitted to continue to exist and do business.

"The issue is broader than the technical legal case of NBC with its able staff of lawyers and wide dominance of wavelengths. It is as broad as the right of American citizens to engage in legitimate enterprise and to be protected in the exercise of this right by their Government."

Mr. Taylor asked that the Federation be advised when the transfer case will be heard and that it desired to appear not only in opposition to the approval of the application but also in support of a change in the rule to discourage the "further advancement of monopoly and to enable the independent locally owned station better to serve the communities in which they operate."

I. M. Bailey, president of the Raleigh Chamber, declared his organization was strongly opposed to the transfer of WPTF and of having it replaced by a nonresident organization. Outright control of local stations "by the great broadcasting companies profitable though it might be to the chains, means eventual monopoly of this important public service," he said.

### May Sell to Local Interests

No statement has been made by NBC since it disclosed it had exercised its option. An application for the transfer was filed with the FCC Nov. 2 and is awaiting routine action by the Commission. It has been announced that NBC does not intend to operate WPTF and that negotiations were underway for sale of the station to a company representing North Carolina interests. A hearing on the transfer is regarded as a certainty.

Adding its voice to the storm of protests, the Raleigh Junior Chamber of Commerce on Nov. 9 adopted an equally strong resolution, stating that the transaction as reported and undenied "smacks greatly of monopolistic practices which are not for the best welfare of this community and surrounding territory insofar as service by its radio station is concerned."

WPTF under its local management and ownership, the resolution continued, has been "ever mindful and alert to render every kind of reasonable aid to any worthy civic endeavor." It added that the board of the Chamber feels the only guarantee of a continued disinterested civic service by the station to the community and the State, "is its continued ownership and operation by the local civic-minded proprietors." Possible transfer by "absentee landlords" of WPTF's assignment to another city, also was deprecated.

The Junior Chamber joined with the Raleigh Chamber in resolving that the FCC be petitioned in opposition to the transfer.

## Pathe and Transradio

PATHE NEWS has signed a contract with Transradio Press Service allowing for a special news service setup, assuring a faster coverage of events by cameramen through reception of news flashes at the same speed as those reaching newspaper and radio tickers. The special service consists of a direct telephone connection with the central office of Transradio Press in New York, as well as with other centers such as Washington, Boston, and San Francisco, and Chicago. The contract also provides for a checking of news rumors and the development of feature newsreel stories.

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT

*Affiliated With the Mutual Broadcasting System*

1230 KC.

WFBL
SYRACUSE

"We Have Used WFBL consistently for 8 YEARS"

That's what Fred's Hat Shop, leading Syracuse men's store, says about WFBL. "It is practically the only advertising we have had and has had much to do with our continued growth."

This advertiser has found to his advantage that WFBL has a strong grip on the Syracuse market. Write or wire for time available and rates.

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

ASTATIC

MICROPHONES

*Incorporate Many New and Improved Features*

Finer tone reproduction with reduced feedback tendencies and reduced acoustic overloading are features of these two Astatic favorites. Exclusive self-locking tilting head with concealed wires. Beautifully made and finished. Top performance guaranteed. See jobber or write for literature.

LIST PRICES:
MU-2 $29.50 — MU-4 $39.50
T-3 $25.00

★★★ ASTATIC ★★★
Microphone Laboratory, Inc.
Youngstown, Ohio
Licensed Under Brush Development Co. Patents

NEWS IS "HOT"!

- If any event ever put to acid test listener interest in radio news, the recent European crisis did it! Countless listeners voluntarily told us, "We left our radio tuned to KMBC, day and night!"
- Matchless coverage by Kaltenborn-CBS plus Erle Smith was the reason. Erle Smith is the only full-time radio news editor in Kansas City with metropolitan newspaper experience. Our long list of successful news sponsorships is due to his wide popularity and KMBC's consistent policy: FIRST to bring latest, important, understandable news!
- As a vital selling tool, radio news will continue to be "hot" for some time to come. Three strong spots with Erle Smith are available now, but they're bound to be snapped up soon. Better act quick—call your nearest Free & Peters office.

KMBC
OF KANSAS CITY

*The Program Building and Testing Station*

FREE & PETERS, Inc. Nat'l Reps.

## Monopoly Over News Is Cited by Examiner in Opposing WJBL's Sale

ALTHOUGH holding that the proposed sale price is not excessive, Examiner P. W. Seward has recommended in a report to the FCC that it deny the application of Charles R. Cook as transferor and Decatur Newspapers Inc. as transferee for authority to acquire control of WJBL, Decatur, Ill. The newspaper firm, publishing the *Decatur Herald* and *Review*, now owns 49% of the stock of the licensee company, which it purchased last year for $7,350, and proposed to acquire the remaining 51% for $7,650.

"If this application is granted," Examiner Seward held, "it (the newspaper corporation) will be the sole owner of such corporation and be in full control of Radio Station WJBL, which will give to it all the means of disseminating news or other information in the area and complete control of all advertising media available in the area. . . . In view of these facts it appears that this would tend to restrict competition in the dissemination of news and information, and in advertising."

Although no second station is involved in the case, Examiner Seward pointed out the Commission "has repeatedly held that it is not in the public interest to grant to the same person or interest license to operate more than one broadcast station in a particular area, as to do so would tend to restrict competition. . . ."

### Knew Charlie

ORDINARY citizen of Chicago named Charlie McCarthy phoned for a cab the other day to rush his wife to a maternity hospital. Cab stand attendant must follow the Chase & Sanborn program for he answered, "I'll mow you down". Charlie phoned another cab company and the dispatcher yelled, "Give my regards to Dotty Lamour and Don Ameche." Using the name of Joe Doakes, Charlie finally got his wife to the hospital where Charlie McCarthy III is doing fine.

## Group Headed by Dumm Buys KROW, Oakland

SALE of KROW, Oakland, to a California group headed by Wesley I. Dumm, president of KSFO, San Francisco, subject to FCC approval, was revealed Nov. 11 in authoratative quarters. It was reported also that Philip G. Lasky, general manager of KSFO, is Mr. Dumm's chief associate. While the price was not disclosed, it was understood to be around $150,000.

KROW operates on 930 kc. as an independent, with 1,000 watts full time. The licensee is Educational Broadcasting Corp. H. P. Drey, president and general manager, is listed as principal stockholder, with about 40%. Members of the Watch Tower Bible & Tract Society are understood to hold most of the balance of the stock.

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:

"Cobb Moss, Manager of Moss & Co., Wilson's Largest Department Store, will tell you that WGTM is their most effective advertising medium"

WGTM
WILSON, N.C.

REPS: Bryant, Griffith and Brunson, Inc.

"Which one is CKAC? That's the one mom and pop are listening to!"

CKAC, Montreal (Canada's Busiest Station)

## CARVING EXPERT
### Morton Blender, WCOP, Gets Wide Acclaim for Art

MORTON BLENDER, 25-year-old announcer of WCOP, Boston, has achieved a wide reputation for his wood carving and modeling of plastics. With a wood and plastic model of the Toronto Symphony Orchestra already on display in Massey Hall, Toronto, Mr. Blender has started the most ambitious project of his career—a scale model of the Boston Symphony Orchestra as it appears during a concert in Symphony Hall. Combining his close association with members of the organization in his work with WCOP and accurate photographs and drawings of the musicians, Mr. Blender plans "a faithful reproduction of the symphony in action, with each instrument and a lifelike reproduction of each musician's face".

After completing the Boston Symphony model, Mr. Blender has been requested to do the new Edward Hatch memorial shell, in which Arthur Fiedler and his musicians will present future Summer Esplanade concerts. The shell model, as planned, also will show a concert in progress, with each musician "done" in detail.

## FCC Holds Reargument In the Brooklyn Cases

RADIO'S most litigated cases—the so-called "Brooklyn cases"—were reargued before the FCC en banc Nov. 10 after having been remanded to the Commission by the U. S. Court of Appeals for the District of Columbia on the FCC's motion.

As counsel for WBBC, August Gerber, of New York, argued in support of the deletion of WARD and WLTH, Brooklyn stations, and award of their facilities to WBBC. He recited in detail the history of the litigation which began in 1932, taking the position that all applicants were on equal footing and that WLTH and WARD were required to justify their right for renewal of licenses. Failure of proof and a showing by WBBC that it could fill this void justify the latter in obtaining their facilities, he contended.

Paul M. Segal, counsel for WLTH and WARD, took an opposite position. He contended that as a matter of law WBBC was required to make an affirmative showing of superior fitness and superior rendition of public service. He argued that WBBC has failed to show its superiority in respect to technical ability, finances, program service and in other phases.

"HELLO, MISS BLACK"
(Ruthrauff & Ryan, Inc.)

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THE HEART OF ILLINOIS WMBD

WMBD PEORIA
MEMBER CBS NETWORK

## TWO MAJOR ISSUES FACING TELEVISION

TELEVISION, although ready for the public from a technical point of view, still faces two major questions—fixing satisfactory television standards and finding a method of paying for programs—I. J. Kaar, design engineer of the radio division of General Electric Co., declared in a paper read at the fall convention of the Society of Motion Picture Engineers Nov. 1.

The situation in television is "quite different" from sound broadcasting, Mr. Kaar commented. "Because of the use of scanning and the necessity of synchronization between receiver and transmitter, if transmission standards are changed, receivers designed for the old standards become useless. Because of this no responsible manufacturer would sell receivers to the public until standards were fixed by the industry and sponsored by the FCC." He added that the matter of standards has practically been settled now.

The question of who shall pay for television programs remains unanswered, he continued, pointing out that the present broadcasting system, with commercial sponsors paying the bill, requires the existence of millions of receivers, with listeners who may be induced to buy the advertised products.

"Such an audience does not exist in television," he said, "and cannot be expected for several years. The public has been educated to expect a high degree of excellence in program material. When television is born, it must be born full-fledged as far as program material is concerned. This means great expense, which undoubtedly will have to be borne by the pioneers."

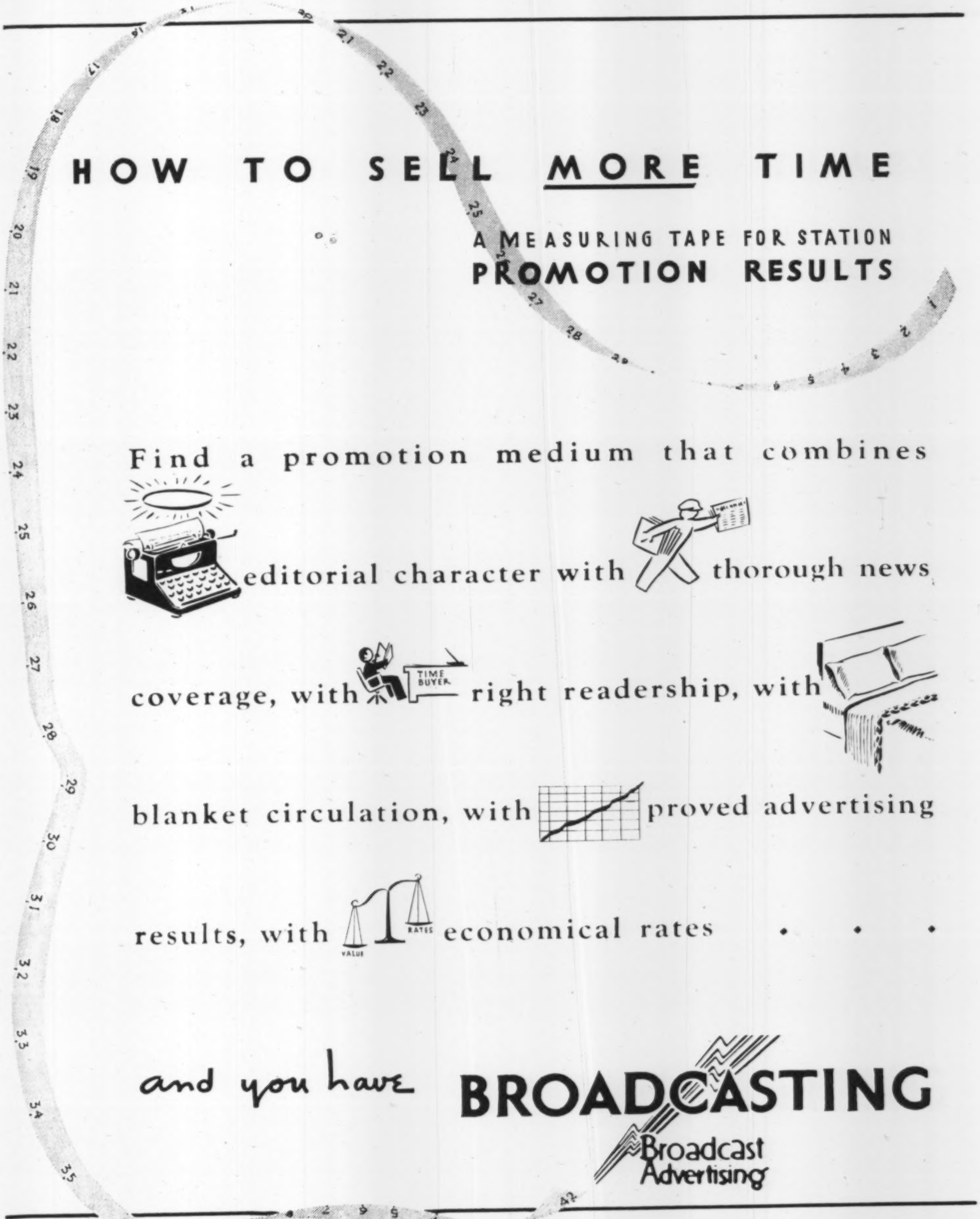
"The standard high quality television system which possibly will be commercialized shortly will have a 12-inch tube with a picture 7½ by 10 inches," Mr. Kaar predicted. "Three, five, seven, and nine-inch tubes probably also will be standard commercial sizes. It is reasonable to expect larger pictures in the best systems of the future."

### Unions Join in Show

COOPERATIVE show, sponsored by seven different labor unions, on Nov. 15 was begun on WEVD, New York, Tuesdays through Fridays, 8-9 p. m. The program, known as *The Labor Hour*, consists of dramatic sketches, interviews with guest speakers, musical selections, and Bryce Oliver, WEVD news commentator. Unions sponsoring the show are the Butchers Union, Transport Workers, Retail Clerks, Bakers Union, and three local chapters (numbers 22, 62, and 91) of the International Ladies Garment Workers Union.

### Guild Elects

RADIO Writer's Guild, New York, on Nov. 7 held its annual meeting at the Midston House, New York. Five members were elected to the council, which consists of 15 members, five of whom are elected annually to serve three years. Elected were: Erik Barnouw, Henry Fisk Carlton, Elaine Sterne Carrington, Theodore Ferro and John Martin. The decision was made to appoint a committee to set up a code of "fair practices", which would outline the principles and objectives of the Guild for the guidance of members.



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*Broadcast Advertising*

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42

# Late Personal Notes

**EARL H. GAMMONS**, general manager of WCCO, Minneapolis, has been appointed to serve as foreman of the Hennepin County grand jury.

**CHARLES A. NOBLES**, announcer for NBC in New York, and Olive Happy, radio singer, were married Oct. 21.

**WALTER B. DAVISON**, formerly in charge of tour promotion for NBC in New York, has been transferred to Hollywood as head of the guest relations staff in NBC's new studios there.

**WWL**, New Orleans, through General Manager Vincent F. Callahan, on Nov. 9 was presented with a scroll symbolizing the outstanding achievements of the station in the last year from a civic standpoint by the Young Men's Business Club of New Orleans, in connection with a luncheon commemorating WWL's acquisition of 50,000 watts.

**WILEY P. HARRIS**, director of WJDX, Jackson, Miss., announces that C. A. Lacy Jr., formerly with WJDX for three years and lately with the Charles H. Allen Agency, has returned to the station to take over the commercial department.

**PAUL A. WALKER**, FCC commissioner, on Nov. 16 is to address the 50th annual convention of the National Association of Railroad & Utilities Commissioners at New Orleans.

**RICHARD O'DAY**, one of the owners of WNEW, New York, is ill with a heart ailment in St. Joseph's hospital, Paterson, N. J.

**LENOX R. LOHR**, president of NBC, on Nov. 7 left for a week's vacation trip to Washington, Cleveland, Chicago and a short hunting trip in Illinois.

**CHARLES OLAJOS**, formerly assistant treasurer of Electrical Research Products Inc., was elected Nov. 9 as treasurer of the concern, to succeed F. B. Foster, who on Nov. 30 will become controller.

**RODNEY CHIPP**, member of NBC's New York engineering staff, is the father of a son, Robert Peaslee Chipp.

**ROBERT W. FLING**, formerly of Standard Radio, Chicago, has joined Press Radio Features, Chicago program firm.

**LESLIE E. MAUPIN** has rejoined the sales staff of KLPM, Minot, N. D., after a two-year absence. Kathryn McGrath also has returned to the station in a secretarial capacity. James Schelton, news editor, resigned Nov. 12.

**MEREDITH R. PRATT**, for the last 10 years promotion manager of *Los Angeles Evening Herald-Express*, has joined CBS, Hollywood, as account executive. He succeeds A. R. Ketcham Jr., resigned.

**LARRY BRADLEY**, formerly of KOL and KIRO, Seattle, has joined the sales staff of KFWB, Hollywood.

**M. De WITT RAE Jr.**, formerly with the NBC sales promotion department, has joined WNEW, New York, as head of sales promotion.

## PROFESSIONAL DIRECTORY

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**R. D. MARTIN**
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Field Surveys
Over all Transmitter and
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WORLD WIDE WIRELESS
**FREQUENCY MEASURING SERVICE**
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
***at any hour every day in the year***
**R. C. A. COMMUNICATIONS, Inc.**
*Commercial Department*
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

## CLASSIFIED ADVERTISEMENTS

**Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.**

### Help Wanted

Real Salesman: young, aggressive, with intelligence and ability to do thorough selling job for 250 watt full time station in Kentucky City 30,000 population. Full cooperation: result getting promotion programs for ambitious, sound selling. Salary $15 to $20 week plus commission. Possibilities; $50 week. Give experience, education, background, references in full. Include photograph. Box A151, BROADCASTING.

### Situations Wanted

A-1 Program Director of large station desirous of making change, prefer small city. Only first class proposition considered. Full details if interested. Box A167, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Young man desires position with small station as Junior Announcer. Fine voice and unusual ability at sport broadcasts. Voice recording. Box A136, BROADCASTING.

All-around Announcer, knows Dramatics and Production Lines. Educated. Single. References. Box A138, BROADCASTING.

Ambitious, young, college graduate, at present chief announcer of prominent and successful New England station. Experienced in continuity, special events and major network production and announcing. Box A158, BROADCASTING.

Chief Engineer, eleven years experience, last seven for major network owned station. Experience all phases broadcast engineering, operation, construction, installation. Age 34. Box A168, BROADCASTING.

Commercial Operator, radiophone first, telegraph second, available, experienced at KDKA, WLW, licensed since 1924, good references. Irving Davis, 5050 Grayton, Detroit, Mich.

Young man, five years amateur phone, First Class Radiotelephone license, Summer Time Broadcast Operator experience. Go anywhere. Box A156.

Broadcast engineer thirteen years experience operation, maintenance and design. Three years executive engineer, eight years network stations. Go anywhere. Consider stability and future over salary. Married. References. Box A160, BROADCASTING.

Aggressive station or commercial manager; will guarantee definite results. Experienced, qualified. Box A159, BROADCASTING.

Experienced news editor, employed at one of country's leading stations, desires change. Reason for proposed change, lacks prospects for expansion . . . will be understood when situation is known. Sports writing, announcing experience, especially baseball. Excellent recommendations. Box A161, BROADCASTING.

Announcer-operator will make investment of $850.00 with services in established or prospective broadcast station. Box A164, BROADCASTING.

### Situations Wanted (Cont'd.)

Chief engineer of regional stations for seven years, now temporarily employed, desires permanent technical position. Best of references; certified copies available. Radiotelephone first. Box A163, BROADCASTING.

Merchandising. Seven years radio (sales, promotion, announcing, production) national agency experience. Accept several duties. Box A162, BROADCASTING.

First class operator desires position any place. Reference and experience gladly given on request. Salary secondary. Box A157, BROADCASTING.

Young man, good voice, diction; 1½ years experience, wishes junior announcing. Box A148, BROADCASTING.

Energetic, resourceful, thoroughly experienced Announcer; M. C.; Production; Continuity; Idea Man; desires assignment where salary is secondary to opportunity. Own ticket anywhere. Now New York. Box A145, BROADCASTING.

### Wanted to Buy

Used recording turntable. Feed assembly. Cutterhead. Box A127, BROADCASTING.

### Schools

WRITING FOR RADIO

WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

### Wanted to Buy

Wanted original poems, songs, for immediate consideration. Send poems to Columbian Music Publishers Ltd., Dept. T35, Toronto, Can.

HAVE CASH TO BUY OR MANAGE YOUR STATION. Two men fully experienced in selling, announcing, producing, and managing of station. Have complete technical knowledge of broadcasting equipment, as well as broadcast licenses. Now employed but prefer position as manager or owner of station. Will consider any offer or proposition. Best of references. Box A166, BROADCASTING.

### For Sale—Equipment

For sale: used Essco motor-generator: input, two hundred twenty-two volts, three phase output, two thousand volts at one amp. Output, one thousand volts at two amps. Price $150.00. Used Essco motor-generator: input, two hundred twenty volts, three phase output, fifteen volts at 75 amps. Price $50.00. Spare armatures. Radio Station WLVA, Lynchburg, Va.

### For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

# Crosley Renewal Is Given Shouse

## Expanded Service During Year As Vice-President Shown

RENEWAL of the contract of James D. Shouse as vice-president of the Crosley Radio Corp. in charge of broadcasting, was announced Nov. 3 by Powel Crosley Jr., president.

Mr. Shouse

Augmented activities, including creation of two major departments, promotion and farm service, played an important part in the renewal, it was learned. Mr. Shouse joined the Crosley organization Nov. 15 last year after serving as general manager of KMOX, St. Louis. He has direct supervisory charge of WLW, WSAI and W8XAL.

Besides creating promotion and agricultural departments, Mr. Shouse has made many other changes. One of his first official acts was to appoint Josef Cherniavsky musical director of WLW and WSAI. He has set up a comprehensive sales and promotion organization, with Robert E. Dunville, former assistant general manager of KMOX as general sales manager. Wilfred Guenther recently was named promotion manager of the two stations in charge of all exploitation and kindred activities. John Conrad, former public relations chief of KWK, St. Louis, became promotion manager of WSAI.

Beulah Strawway, for eight years with merchandising and advertising department of the Kroger Grocery & Baking Co., was named trade relations director in promotion department. Jerry Burns, formerly of KXBY, Kansas City, moved into special events department under Herbert Flaig.

Creation of agricultural department with George C. Biggar, former program director of WLS, Chicago, in charge, has also been completed. In Mr. Biggar's department, which embraces also the Artists' Bureau, Jack Bell, former commercial manager of WCMI, Ashland, Ky., and veteran trouper, has become booker, while Johnny Spears, Indianapolis free lance radio columnist, has joined staff as publicity and promotion director for the *Boone County Jamboree* and other road units, recently created by WLW.

Other changes, in connection with Mr. Shouse's expansion program, include appointments in September of Dewey H. Long, formerly of Radio Sales Inc., as general manager of WSAI; C. J. (Jack) Thornquest, as sales manager of WSAI; E. C. (Jimmy) Krautters from WLW service department to chief salesman under Mr. Dunville; Walter Callahan from WSAI sales force to WLW sales service manager; Archie Grinalds, formerly with WAGA, Atlanta, to WSAI sales.

"We are contemplating no other major changes in the near future" said Mr. Shouse. "I believe with this setup we are equipped to do an outstanding job both for commercial accounts and for the rural communities. Under the setup, which has been in the process of organization the past year, WSAI now is entirely segregated from WLW and operates independently with its own general manager, sales staff, program promotion and traffic departments."

### WEVD Dedicates

OFFICIAL opening of WEVD's new studios at 117-119 West 46th St., New York, on Nov. 11, was marked by a dedicatory program which included the reading of a message from President Roosevelt, an address by Mayor LaGuardia of New York, musical selections by noted artists, and speeches by prominent political and literary figures. The program also featured a special dramatization of *The March of WEVD* by the Federal Theatre Project and a "Radio in Education" quiz conducted by Prof. Henry Pratt Fairchild and members of the advisory board of the WEVD *University of the Air*, based on the new booklet to be issued by the station, with an introduction by Hendrick Willem van Loon. This dedicatory program is being followed for 19 successive evenings at 10 p. m. by hour salutes to WEVD with feature programs arranged by leading labor, cultural and educational institutions in America.

### Californians Reelect

SOUTHERN California Broadcasters Association Inc., Los Angeles, at its board meeting Nov. 7 reelected as president Leo B. Tyson, manager of KMPC, Beverly Hills. Lawrence W. MacDowell, commercial manager of KFOX, Long Beach, Cal., was reelected vice-president and Calvin J. Smith, manager of KFAC, continues as secretary-treasurer. Representatives from 14 Los Angeles county stations comprise membership.

### AFRA-WGY Dicker

CONTRACT covering announcers employed at WGY, Schenectady, NBC-operated station, is now being drawn up for signing by NBC and the American Federation of Radio Artists, talent union which already has contracts with the network for artists and announcers working at key stations in New York, Chicago, Los Angeles and San Francisco. Terms of the contract, which were arrived at following a series of conferences between Mark Woods, NBC vice-president; Emily Holt, AFRA executive secretary, and Kolin Hager, WGY manager, were not disclosed, but it was stated that the contract is satisfactory to all parties. Expectations are that it will not be signed until after the AFRA convention and the FCC network hearings are concluded and Mrs. Holt and Mr. Woods are able to get together again in New York.

NBC will climax its football game broadcasts for this season with an exclusive report of the Sugar Bowl game, played in New Orleans on Jan. 2. Bill Stern, NBC's chief football announcer, will describe the game on the NBC-Red network, starting at 2 p. m. The Rose Bowl battle at Pasadena will also be broadcast by NBC at 4:30 p. m. on Jan. 2.

FIRST entry of the Pillsbury Flour Mills Co., Minneapolis, into the Italo-American field was marked Nov. 14 when three Italian announcements daily for 26 weeks were purchased on WOV, New York, through Ashley Advertising Agency, New York.

VICTOR-AMERICAN FUEL Co., Denver (coal), has assumed local sponsorship of Mutual's program of commentaries on national news by Fulton Lewis, Jr., MBS's political commentator, on KVOD, Denver.

## Radio and PA Systems For Golden Gate Ordered

RCA and the California Commission to the 1939 Golden Gate International Exposition signed contracts recently for radio and public address equipment costing $100,000. The complete system, to be ready Feb. 10, will be leased by RCA to the California Commission and operated by the Exposition Company. Engineers of CBS, MBS and NBC approved the layout for network operations before the contract was signed.

Lesley Hewitt, engineer in charge for the State of California, who coordinated the suggestions of RCA and C. C. Langevin Co., leading bidder on the job, left for Camden to work out installation details with RCA.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
$40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
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WOW Goes Huskin'

● State and national corn-husking championships were seen by millions of middlewesterners through the eyes of WOW's Foster May. Eleven members of WOW's staff covered the national contest near Sioux Falls recently. WOW covers the rich Iowa-Nebraska corn belt—the radio capital of "Nebriowa."

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OMAHA, NEBR.
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NORTHWEST'S LEADING RADIO STATION
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THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

## ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION
## OCTOBER 29 TO NOVEMBER 11, INCLUSIVE

## Decisions . . .

### OCTOBER 31

MISCELLANEOUS—NEW, Summit Radio Corp., Akron, granted supplemental petition for postponement of hearing; NEW, Pee Dee Bcstg. Co., Florence, S. C., granted auth. take depositions.

### NOVEMBER 2

KVOE, Santa Ana, Cal.—Granted transfer control to Ernest L. Spencer.

WBEO, Marquette, Mich.—Granted CP increase D to 250 w.

KRLD, Dallas—Granted CP move trans., new equip., directional, increase 10 to 50 kw.

W8XAL, Cincinnati — Granted CP increase 10 to 50 kw.

SET FOR HEARING—NEW, Yuba-Sutter Bcstrs., Marysville, Cal., CP 1320 kc 250 w unl.; NEW, Enrique Abarca Sanfeliz, San Juan, P. R., CP amended to 580 kc 1-5 kw unl.; NEW, Julius H. Dixon, Tupelo, Miss., CP 1500 kc 100-250 w unl., facilities of WHEF; KRIS, Corpus Christi, Tex., CP increase to 5 kw unl. directional; WSGN, Birmingham, CP move trans., new equip., directional antenna, change 1310 kc 100-250 w to 1290 kc 1 kw unl.; KRRV, Red River Valley Bcstg. Corp., Sherman, Tex., CP move trans., new equip., directional change 1310 kc 250 w D to 880 kc 1 kw unl.; KGEK, Sterling, Col., CP move to Denver, increase time to daytime; WJAC, Johnstown, Pa., mod. license 1310 kc ltd. to 1370 kc unl.

MISCELLANEOUS — WNAC-WAAB, Boston, granted postponement renewal hearing to 1939; WOL, Washington, granted license for CP change to 1230 kc, increase to 1 kw; KSAM, Huntsville, Tex., KVOL, Lafayette, La., KFJZ, Fort Worth, KLBM, LaGrande, Ore., granted licenses for CPs.

NEW, Vancouver Radio Corp., Vancouver, Wash.—Granted CP 880 kc 250 w D.

### NOVEMBER 3

NEW, Pacific Radio Corp., Grants Pass, Ore.—Denied CP 1320 kc 500 w D.

WTIC etc., Hartford—Denied vol. assign. licenses to Travelers Bcstg. Co., Craven dissenting.

MISCELLANEOUS — KWFT, Wichita Falls, Tex., granted petition intervene KFJZ applic.; NEW, John F. Nolan, Steubenville, O., and NEW, Thomas R. McTammany, Modesto, Cal., granted petitions accept appearances.

### NOVEMBER 4

WHP, Harrisburg—Granted CP increase to 1-5 kw.

NEW, Chester Howarth & Clarence Berger, Wallace, Idaho—Granted CP 1420 kc 100-250 w unl.

WCLS, Joliet, Ill.—Granted transfer of control to L. W. Wood and Walter Ashe.

NEW, State Bcstg. Corp., Gretna, La.—Denied CP 1370 kc 100-250 w spec.

NEW, W. C. Irvin; NEW, Amarillo Bcstg. Corp., Amarillo, Tex.—W. C. Irvin denied CP 1500 kc 100-250 w unl.; Amarillo Bcstg. Corp. granted CP 1500 kc 100 w unl.

MISCELLANEOUS — WMBC, Detroit, and WMIN, Minneapolis, hearing continued; NEW, McComb Bcstg. Corp., McComb, Miss., granted petition take depositions; NEW, Mountain Top Trans Radio Corp., Denver, denied continuance oral argument; Press Wireless denied license transatlantic relays.

### NOVEMBER 8

APPLICATIONS GRANTED:

WEVD, New York—Mod. license to Sh.-WBRB, WHAZ.

KAST, Astoria, Ore.—Mod. CP new equip., radiator, change 1370 to 1200 kc., increase 100 w to 100-250 w unl.

WENY, Elmira, N. Y.—Mod. CP new trans., antenna changes, trans. site.

WHBC, Canton, O.—Mod. CP trans. studio sites, new equip., radiator.

WVWC, Vernon, Tex.—Mod. CP trans., studio sites, radiator.

WOWO, Fort Wayne; WWVA, Wheeling—Temp. auth. operate simul. Nov. 8.

MISCELLANEOUS—Licenses for CP's granted WEVD, New York; KXOK, St. Louis; WDEL, Wilmington, Del.; WBNO, New Orleans; KWOS, Jefferson City, Mo.; KGKY, Scottsbluff, Neb.; WPIC, Sharon, Pa.; WKST, New Castle, Pa.; WNBX, Springfield, Vt.

Order of 10-27-38 in Brooklyn cases amended re filing of briefs and order of oral argument.

Oral argument ordered—WJBL, Decatur, Ill., 12-1-38; NEW, King Trendle Bcstg. Corp., Pontiac Bcstg. Co. and George B. Storer, Pontiac, Mich., 12-1-38.

NEW, M. & M. Bcstg. Co., Marinette, Wis., granted auth. take depositions; NEW, Clair L. Farrand, New York, granted continuance hearing to 12-9-38; NEW, Richland, Inc., Mansfield, O., granted auth. take depositions; NEW, Nebraska Bcstg. Corp., Fremont, Neb., granted auth. substitute name of Kenneth H. Dryden as Notary in order take depositions; WCHS, Charleston, W. Va., granted mod. CP new trans.

### NOVEMBER 9

MISCELLANEOUS — KVOS, Bellingham, Wash., granted CP move trans., new radiator; NEW, Young People's Assn. for Prop. Gospel, Philadelphia, denied reconsid., rehearing applic. CP; NEW, John Stuart Bryan, Petersburg, Va., denied rehearings; NEW, Publix Bamford Theatres, Asheville, N. C., denied special relief applic. Harold H. Thoms; NEW, Columbia Radio Co., Columbia, S. C., denied rehearing applic. CP, also applic. Carolina Adv. Corp.; NEW, Press Union Pub. Co., Atlantic City, hearing cancelled; WDAE, Tampa, Fla., granted petition acceptance of balance sheet re applic. mod. license.

SET FOR HEARING—NEW, Gateway Bcstg. Co., Louisville, CP 880 kc 500 w unl.; WHLS, Port Huron, Mich., mod. license to 100-250 w unl.; NEW, Northwestern Bcstg. Assn., Evanston, Ill., CP 1310 kc 100 w unl.; NEW, Bureau of Education, Montecello, Cal., CP 1420 kc 100 w D; KSFD, San Diego, CP move trans., new radiator, equip., increase 1 to 5 kw; NEW, Central Bcstg. Corp., Worcester, Mass., CP 1500 kc 100-250 w unl.; KWK, St. Louis, applic. amended to directional, increase N to 5 kw; WPEN, Philadelphia, applic. transfer control to Arde Bulova (Craven, Payne, Walker voted to set for hearing, Case and Sykes to grant without hearing, McNinch and Brown not present).

## Examiners' Reports . . .

WKAW, Lawrence, Mass. — Examiner Bramhall recommended (I-734) that applic. increase hours to sunset San Francisco be granted.

## Applications . . .

### OCTOBER 31

KGMB, KHBC, Honolulu, Hilo — Auth. transfer control to Consolidated Amusement Co.

WFMD, Frederick, Md.—CP change to 500 w unl., directional N.

WORC, Worcester, Mass.—CP directional antenna.

KRLH, Midland, Tex.—CP new trans.

WREN, Lawrence, Kan.—CP directional antenna, move trans.

WDAN, Danville, Ill.—License for CP new station.

### NOVEMBER 2

WLLH, Lowell, Mass.—Extension exp. auth. satellite station.

WAZL, Hazleton, Pa.—Mod. license to unl., amended to Sh.-WILM N, Simul.-WILM D.

### NOVEMBER 7

WSNJ, Bridgeton, N. J.—CP new trans., change to 100-250 w unl.

WILM, Wilmington, Del. — CP change hours etc., amended to Simul. D-WAZL and Sh.-N WAZL.

WCKY, Cincinnati—CP increase to 50 kw, amended to directional.

WPTF, Raleigh, N. C.—Auth. transfer control to NBC.

WDGY, Minneapolis — Mod. license ltd. to unl.

KTFI, Twin Falls, Idaho—Auth. transfer control to O. P. Soule, 550 shares common stock, amended to add 1025 shares from Stanley M. Soule deceased.

### NOVEMBER 10

WIRE, Indianapolis—CP increase N to 1 kw.

NEW, So. Ore. Bcstg. Co., Grants Pass, Ore.—CP 1310 kc 100 w D, amended to unl.

KMJ, Fresno, Cal.—CP increase D to 5 kw, new trans., antenna, move trans.

KERN, Bakersfield, Cal. — CP change 1370 kc 100 w to 1380 kc 1 kw, new trans., antenna, move trans.

KOH, Reno—CP new trans., directional N, change 1380 kc 500 w to 630 kc 1 kw, move trans.

## *WLS Dedicates Its New Transmitter With Full Week of Special Programs*

WLS, Chicago, dedicated its new 50,000-watt RCA transmitter Nov. 12 with a special program, one of a series to continue through Nov. 19. The new high-fidelity transmitter with a 586-foot Truscon vertical radiator went on the air at 6:30 p. m. Nov. 12 and sponsors on all commercial shows up to 11 p. m. paid tribute to WLS in special announcements.

At 11 p. m., on the *Barn Dance* program, Burridge D. Butler, president of WLS, introduced Dean Eugene Davenport, dean and professor emeritus of the Agricultural College, Illinois U., who spoke on the meaning of radio in the lives of rural listeners. Other special guests were John F. Gilchrist, of WENR when it was owned by Great Lakes Broadcasting Co., and George Biggar, former WLS program director who presently supervises rural programs on WLW. Invitations for DX letters were broadcast on the programs with small prizes offered for the one coming from the farthest point in the United States, for the first one received from a foreign country.

Sunday, Nov. 13, was Service Day on WLS with the dedication series extended during *Little Brown Jug*. Listeners who have sent $600,000 to WLS since 1924 for distribution to the Red Cross, community chests and other charitable causes, were saluted on the program.

The week of Nov. 14 was to be given over to a series of special programs. From the transmitter site on a 40-acre tract near U. S. Route 45 at 183d St., a special Monday program was to conclude the tree planting begun last March when ground was broken. WLS officials were to plant 14 American elm trees symbolical of WLS' 14 years of service and "as a living pledge of our continued and extended service."

Mr. Butler will be host to 25 outstanding leaders in agriculture at a dinner Nov. 15, with a broadcast of interviews by Mr. Butler at 7-7:30 p. m. Nov. 15 will be Agriculture Day and a special program is to be aired during the *Dinner Bell* show.

Wednesday will be Equipment Day and a special program from 7 to 7:30 p. m. will feature talks by C. M. Jansky Jr. and S. L. Bailey, of Jansky & Bailey, Washington, D. C., who chose the site for the new transmitter. C. S. Van Gordon, general sales manager of the Gillette Rubber Co., Eau Claire, Wis., and one of the first to hold a broadcast license (then WTAQ, Osseo, Wis., now WTAQ, Green Bay), will trace the historical development of radio.

Nov. 17 will be Education Day on WLS with a series of educational programs and discussions. Corner Stone Day is Nov. 18 with a special program from the transmitter site at the laying of the corner stone. WLS reverses the usual procedure by laying its corner stone at the completion of the transmitter installation. As BROADCASTING went to press it was understood that Gov. Henry Horner would speak on WLS Nov. 18, 7:30-8 p. m. The dedication series will be concluded Nov. 19 with another special show during the *Barn Dance* program.

WLS shares time on the same clear channel with WENR, Chicago NBC-Blue outlet, and WENR, recently purchased half interest in the new $250,000 transmitter [BROADCASTING, Sept. 1].

**PEACEFUL MOTIVES** actuated KDKA, Pittsburgh, in sending aloft this bump, which carries a 1,000-foot antenna, and was used to make an aerial survey of several possible sites for a proposed new transmitter for the pioneer station. The proposed new site will be within 10 miles of Pittsburgh's center, whereas the present one is 23 miles away. Seen with coat, holding the 15-foot balloon just before an ascent is S. D. Gregory, new KDKA general manager and an engineer in his own right.

## Mrs. Margaret Emerson

MRS. MARGARET DAYTON EMERSON, 34, veteran clerk in the license division of the FCC, and a former Radio Commission employe, took her life Nov. 2 by gas. She is understood to have been in poor health for some time.

## NETWORK ACCOUNTS

**(All time EST unless otherwise specified)**

### New Business

PROCTER & GAMBLE Co., Cincinnati (Drene), on Nov. 15 starts *Jimmie Fidler's Hollywood Gossip* on 58 CBS stations, Tues., 7:15-7:30 p. m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

STANDARD OIL Co., San Francisco, resumes sponsorship of *Standard School* broadcasts on 9 NBC-Blue stations on Pacific Coast, Thurs., 11-11.45 a. m. (PST). Agency: McCann-Erickson, San Francisco.

LARUS & BRO. Co., Richmond (Domino cigarettes) on Nov. 15 starts 24 hockey games on 10 Colonial stations. Agency: Cecil, Warwick & Legler, N. Y.

GILLETTE SAFETY RAZOR Co., Boston, on Oct. 17 started 33 participations in *Yankee Network News Service* on 14 Yankee stations. Agency: Maxon, Detroit.

NARRAGANSETT BREWING Co., Providence, R. I., on Nov. 1 started 27 participations in *Yankee Network News Service*. Agency: Arthur Braitsch, Providence.

E. I. du PONT de NEMOURS & Co., Wilmington (institutional), on Dec. 5 starts *Cavalcade of America* on 56 CBS stations, Mon., 8-8:30 p. m. (repeat 12-12:30 a. m.). Agency: BBDO, N. Y.

AMERICAN ROLLING MILL Co., Middletown, O. (institutional), on Jan. 15 will start *Armco Band* on 42 NBC-Blue stations, Sun., 3-3:30 p. m. Agency: N. W. Ayer & Son, Philadelphia.

### Renewal Accounts

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall), on Dec. 5, renews *Eddie Duchin* for 13 weeks on 53 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

SIGNAL OIL Co., Los Angeles, Nov. 13 renewed for 52 weeks, *Signal Carnival* on 11 NBC-Pacific Red stations, Sun., 7-7:30 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Jan. 5 renews *Good News of 1939* on 76 NBC-Red network stations, Thurs., 9-10 p. m. (EST). Agency: Benton & Bowles, N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dogfood), on Dec. 11 renews Bob Becker's *Chats on Dogs* for 33 weeks on 23 NBC-Red stations, Sun., 12:45-1 p. m. Agency: Henri, Hurst & McDonald, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Jan. 2 renews *Camel Caravan* with Eddie Cantor on 89 CBS stations, Mon., 7:30-8 p. m. (reb. 10:30-11 p. m.). Agency: Wm. Esty & Co., N. Y.

### Network Changes

PHILIP MORRIS & Co., New York (cigarettes), on Nov. 1 replaced the "Thrill of the Week" narratives on NBC-Red *Johnny Presents* program with new series of dramatic stories called "Tale of the Tune".

WILLIAM WRIGLEY Jr. Co., Chicago, on Oct. 31 added 11 CBS stations in the East and Midwest to *Scattergood Baines*.

## PRO AND CON OF KID SHOWS

### 'Rotarian' Debates Effect of Exciting Programs; Doctor, Not Censor, Is Suggested

WRITING in the *Rotarian* magazine for November on "Does Radio Harm Our Children?", Eleanor Saltzman, novelist and magazine writer, painted a picture of youngsters getting wild ideas of a gun-toting cops-and-robbers world full of hair-raising "escapes" from the "ether milk of modern babes", and was answered by Elmo Scott Watson, editor of *The Publishers' Auxiliary*, who declared that "a child who has never been exposed to sharp winds as well as to mild grows up with a tender skin and is poorly prepared for adult life."

Miss Saltzman told of sitting before her radio one afternoon and hearing 45 minutes of "close escapes" out of 75 minutes listening time, pointing out that this afternoon period is "sacred" to children, who drop their work and play to listen. "In our present scheme of radio entertainment," she said, "air space is bought like bales of cotton. The purchaser wants listeners by the hundreds of thousands or millions, and he gives what he thinks will bring them." The success of a program is measured by the number of box tops and labels sent in by listeners, she continued, questioning this as proof that the program is "what the public wants".

Mr. Watson points out that "parents have a tendency to tilt at windmills over what they consider bad influences on their children" and that "educators do not yet know enough about the infinitely complex processes of youthful development to prophesy what will be good for a given child in a given environment." He said that juvenile radio entertainment today is in a position similar to the dime novel of 50 years ago and later the funny papers and movies. In cases where "Johnny wakes up screaming" after a bad dream following his listening to a "too exciting" program, Mr. Watson suggests to parents that the child perhaps "needs a physician's attention more than a censor's".

## Recent Increase in Spot Boosts NBC in Chicago

SPOT and local sales totaling $400,000 in the last 60 days and spot totals for the year up to Nov. 1 ahead of the 1937 period have been announced by Oliver Morton, manager of NBC-Chicago spot and local sales department. Mr. Morton also announced that local shows now account for 45% of the Sunday sponsored time on WMAQ-WENR, NBC-Chicago owned and operated stations.

During October, 11 new accounts were added, including spot for Ford Motor Co. on WMAQ-WENR; American Pop Corn Co., Sioux City, Ia., on WMAL KDKA KOA WTAM WGY; The Maytag Co., Newton, Ia., on KPO; Salerno-Megowen Biscuit Co., Chicago, on WMAQ (52-week renewal of one hour weekly); Campbell Cereal Co., Minneapolis, on WTAM KDKA; Kitchen Arts Foods, Chicago, on WRC; Sears Roebuck Co., WMAQ-WENR; Illinois Fannie May Co., Chicago, on WENR; International Harvester Co., on KDKA WBZ-WBZA WTAM WGY; Merchandise National Bank, Chicago, on WMAQ.

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U. S. TOBACCO Co., New York (Dill's Best and Model Pipe tobaccos), on Nov. 28 will replace *Pipe Smoking Time* with *Model Minstrels* on 49 CBS stations, Mon., 8:30-9 p. m. (rebroadcast 11:30 p. m. to midnight). Agency: Arthur Kudner, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Nov. 7, moved *Vic & Sade* from CBS to 39 NBC-Red stations, Mon. thru Fri., 4:30-4:45 p. m. Program also continues on 19 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m.

## Electrical Appliance Spots

ELECTRICAL Appliance Society of Northern California will launch a spot announcement campaign on 20 stations in Northern California Dec. 1. The campaign, which will call for 350 spot announcements, will include 35-50 and 100 word spots and continue to Dec. 24. The account is handled by Jean Scott Frickelton Agency, San Francisco.

## WAAB, WNAC Hearings Are Deferred by FCC

INDEFINITE postponement of the hearings scheduled on application renewals of WAAB and WNAC, Boston key stations of the Yankee and Colonial networks, was authorized Nov. 1 by the FCC upon petition of John Shepard 3d., president of the stations. The indefinite postponement was until "sometime after Jan. 1, 1939". Commissioner Craven dissented.

The stations were designated for hearing because of complaints alleging improper use of the facilities in editorial campaigns and in alleged political activities.

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CALL letters have been issued by the FCC to the three new stations authorized during latter October [BROADCASTING, Nov. 1] as follows: WJHP, Jacksonville, Fla.; WJLS, Beckley, W. Va.; KTOH, Lihue, Hawaii.

*Insure your future!*

**Start training now in**

**PRACTICAL RADIO ENGINEERING**

Do you ever sit down and "look your job in the face"? Are you satisfied with your present position—or anxious to get ahead? Today, you can't afford to be satisfied, because rapid new developments mean that Radio's better jobs are going to the better men.

**BETTER MEN GET BETTER JOBS!**

Right now is the time to start training—so you won't be left behind when others go ahead. CREI offers you home-training that will equip you to keep pace with, and insure your future in Radio.

**Send for FREE Booklet—Just off the press!**

**CAPITOL RADIO**
**ENGINEERING INSTITUTE**
Dept. B-11 3224 16th St., N. W.
Washington, D. C.

Gates Remote Equipment—
*"Does a Better Job at a Lower Cost"*
GATES RADIO & SUPPLY CO. Quincy, Ill.

621
FREQUENCY KC
3725 KC
21°C

NOW!

IMPROVED CRYSTAL CONTROL *at high frequencies..*

Police and Broadcast Engineers will find the type MO2 holder, complete with Bliley High Frequency Quartz Crystal, well suited for long periods of rigorous service in all types of mobile and portable transmitters. A unique spring design maintains positive pressure while preventing undesirable electrode movement under severe vibration or shock. Catalog G-10 contains complete information—write for your copy.

**BLILEY ELECTRIC COMPANY**
UNION STATION BUILDING ERIE, PA.

# Merchandising & Promotion

**Custom Cooperation—Owensboro Club—Boxtop Mystery —Taking and Putting—Down on the Farm**

KXOK, St. Louis, owned and operated by the St. Louis *Star-Times*, announces a new Tailor Made Merchandise Cooperation designed to secure point-of-purchase cooperation for the products of national advertisers on KXOK. The plan is an adjunct of the merchandising service department of the *Star-Times*. KXOK bases its plan on the needs of specific advertisers rather than calls on the trade following a set pattern.

Typical of the services included are: Surveys of dealers to determine distribution patterns of products and, if necessary, those of competitive products; calls on key dealers with brochures explaining current programs to secure point-of-purchase promotion in the form of window or floor displays; advance calls on key dealers explaining coming programs; letters telling dealers about programs and suggestions that dealers stock the products; checking of dealer's activities following the work of sales crews in establishing distribution of a product or the promotion of a feature sales promotion idea such as a 1c sale; separate reports are to be filed for each call, giving sales data as well as favorable or unfavorable comment by dealers. These reports form a part of the summary report for the information of sales executives interested.

The plan was broached in Chicago Nov. 8 by Ray V. Hamilton, manager of KXOK, and C. L. Thomas, manager of KFRU, Columbia, Mo., also owned and operated by the *Star-Times*. It is understood that the plan was well received by Chicago agency executives. Weed & Co., represent the two stations.

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### Fada a Day

STEEM ELECTRIC Co., New York (electric irons) and West Disinfecting Co., Long Island (C-N disinfectant), are participating sponsors of a morning program, *Houseparty* on WHN, New York, six days weekly, conducted by Ed East, giving a Fada radio each day to the listener who sends in the best answer to simple questions. Smith-Benny Sales Corp., New York, handles the Steem Electric account, and Moser & Cotins, New York, is in charge of West Disinfecting Co. advertising.

### Chiller on Stage

THE ballroom of Cleveland's Hotel Statler, with a capacity of 1,200, was filled to overflowing Oct. 30 when WGAR, Cleveland, originated the mystery thriller *The Hermit's Cave*. This weekly chiller, usually fed from WJR, Detroit, to WGAR, was presented in Cleveland the night before Hallowe'en as a special promotion of the sponsor, Carter Coal Co. The Mummers, WJR acting company, staged the *Hermit's* tale of the week "The Door to Room 418" on a specially constructed stage in the Statler ballroom under weird lights. Originally heard on WJR only, *The Hermit's Cave* attracted such listener attention that it was extended to WGAR, and beginning Sunday, Nov. 6, to WKRC, Cincinnati, and WSBT, South Bend.

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### WOMI Participators

CONDUCTED as a club, with a card or letter to the program the only entrance fee and dues no more than a card every two weeks, *Rambles & Rhythm* on WOMI, Owensboro, Ky., is a mail puller. Members select the music, ask questions, pass along funny stories and comment on other members' letters. The program, originated and conducted by LeRoy Woodward, also highlights other WOMI programs.

* * *

### KSD Reprints

REPRINT of the first of a series of full-page ads run in the *St. Louis Post-Dispatch* is the latest direct-mail piece of KSD, St. Louis. The broadside lists the radio artists appearing on NBC-Red programs carried by KSD.

* * *

### Come Up and See KSFO

GUESTS at the Palace Hotel, San Francisco, are finding invitations in their mail boxes to visit the new KSFO studios, in the same building. The invitations are signed by the hotel's manager, Archibald H. Price.

**FULL-SIZE** coach of the pint-size football team sponsored this season by WMAZ, Macon, is Manager E. K. Cargill, who draws upon his experiences as a gridder at Mercer University some 15 years back in teaching them finer points of the game they play for Dear Old WMAZ.

### Ramsdell Spotlights

RAMSDELL Inc., New York, makers of Sulphur Cream and Rita Sav, recently took space in metropolitan newspapers to advertise sponsorship of *The Johnson Family*, heard on WOR, Newark. Three-inch ads appeared during the weeks of Oct. 24 and Nov. 4 in the *Daily Mirror, Daily News, Times, Herald-Tribune, Sun, World-Telegram*, and *Journal-American* in New York, and the *Newark Evening News* and *Philadelphia Bulletin*. Both the radio program and advertisements were placed through William Irving Hamilton, New York.

Unsolicited boxtops are being received daily by Jimmy Scribner, author-producer of the *Johnson Family* program heard on WOR, Newark, for Ramsdell. Only apparent explanation, says WOR, is that Scribner's listeners are anxious to show appreciation of the programs.

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### Culinary Miracles

WITH ROOM for 2,500 spectators, the *WSAI Wonder Kitchen* of WSAI, Cincinnati, is being broadcast from the stage of the local Paramount Theatre, according to John Conrad, WSAI promotion manager. Conducted by Edna Hutton, home economist, the program is heard 11-11:30 a. m. daily except Sundays. Arrangements also have been made for lobby displays and movie trailers for the culinary feature.

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### Millions at Dawn

HABITUAL audiences of more than 4,000,000 families in the early morning hours between 6:30 and 9 a. m. "waiting for your message" are offered advertisers by WEAF and WJZ, NBC's New York key stations, in a new promotion piece which points out the low cost of time and program in these hours, as well as the large regular audience.

* * *

### Minnesota Achievements

IN ITS booth at the annual Minnesota Education Assn. convention at the Minneapolis Auditorium, Oct. 27-29, WCCO, Minneapolis, distributed lists of educational and cultural programs heard over the station, and displayed pictures of leading educators appearing on WCCO.

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### Station and Store

GLADYS CRONKHITE, home forum authority of KGO, San Francisco, was to present a series of public demonstrations of her favorite recipes during the week of Nov. 14 at the Montgomery Ward store in Oakland, where she was to conduct a cooking school.

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### Fair Prey

WOR, Newark, has issued a new brochure, *This Way to the Fair*, calling attention to WOR's coverage of the market attracted by the New York World's Fair.

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### What's New at WOAI

WOAI, San Antonio, has published a brochure picturing its new studios, along with personnel and talent.

### Putting and Taking

KOL, Seattle, has a unique program idea in the production, *Put & Take*, presented a half-hour weekly by Fahey-Brockman, men's clothiers. The idea was originated by W. H. Sandiford, radio director for MacWilkins & Cole, Seattle advertising agency. It is modeled on a card game. Five participants, chosen from requests, each receive five chips valued at 50 cents each. All contestants are dealt five cards on which a question in the form of a statement must be answered "right" or "wrong". A correct answer allows the player to take a chip from the pot. If wrong he must ante one. The winning is entirely dependent on the player's knowledge and quick-wit, thus the element of gambling is dodged. At the end of the game the players cash in their chips with the master of ceremonies of the broadcast show.

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### The Rural Aspect

KMOX, St. Louis, has issued a direct-mail piece promoting its *KMOX Country Journal*, 90-minute weekday farm program devoted to agricultural news, rural sports, markets, weather reports, with small-town newspaper editors appearing as guest speakers each Friday. The brochure shows samples of publicity given the program in the rural press, comments of farm leaders and mail-pull, along with an explanation of KMOX's coverage of its farm market.

* * *

### Christmas Cards

TWO network advertisers are offering Christmas cards. B. T. Babbitt Co., New York, through Blackett - Sample - Hummert, is offering greeting cards on *David Harum* for a label and 25c. Standard Brands, New York, through J. Walter Thompson Co., will send cards for a Royal Gelatine label and 10 cents, as announced on *Rudy Vallee* program.

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### McClatchy Terrain

THE management of the McClatchy radio stations in California recently sent out an attractive single sheet mailing piece, headed "News From McClatchy Land", illustrated with a relief map of California and a coverage map.

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### Folders at the Fair

KVI, Seattle, made direct contact with many potential listeners to its station when it recently distributed about 5,000 program folders to visitors at the Western Washington State Fair. Later the station distributed the stations listings in Seattle and Tacoma.

* * *

### Promoted in Print

TYING IN with the 50th anniversary edition of the *Kearney* (Neb.) *Daily Hub*, KGFW, Kearney, ran a full-page ad picturing its new studios and reviewing its programs, facilities, personnel.

* * *

### Turbans to Salesmen

PROMOTING its sponsorship of *Chandu, the Magician*, on WNBH, New Bedford, Mass., Giusti Baking Co. distributed Indian turbans to everyone attending a recent sales meeting.

* * *

### In Southern Idaho

KTFI, Twin Falls, Idaho, is distributing an illustrated two-color brochure, *Market Facts of Southern Idaho*, presenting maps and figures to depict KTFI coverage.

ILLINOIS ACE
Crowned Champ Again
Corrigan To Be Met By Mayor, Committee
WLW Sept. 3rd
WLW Sept. 3rd
WLW
MOBILE UNIT No 1
CROSLEY RADIO CORP.
Added Vigor Urged In Fight On "Isms"
SMUGNESS
Is Prime Danger
Facing Country Today, Legion Head Says.
Drum Corps March
A. F. Of L. Head Urges Peace Between Labor And Industry Instead Of Federal Spending
WLW July 25th
WLW May 20th
Picard Widens Lead In Kenwood
MORE POINTS
Won By Pacesetter,
TO MARIETTA!
Throng On Way
From All Parts Of Ohio To Hear President.
NET MATCHES
Are To Open Today
With Men's Singles Play In Tri-State Meet.
WLW June 25th
WLW July 8th
FOUR REDS T N STARTING LINE-UP
OUR VANDY,
Backed By Ernie,
To Be Opening Battery For Nationals.
Storm Lashes Ocean Off Coast Of Florida; Small Craft Warned
Ohio State Fair Opens Today; Record Crowd Is Expected
G HIGH UP IN AIR, THEN—
WLW July 6th
WLW Aug. 27th
LEFTY GOMEZ
COUNSEL

# "COVERED!"

**A WLW Special Event pickup is front page news in most middle western cities. From sports to speeches, and Fairs to Federations . . . WLW's alert Special Features Department brings listeners thrilling . . . interesting . . . exciting programs . . . programs listened to attentively . . . shows which not only build audiences but definitely contribute to a greater understanding and appreciation of life in WLW land.**

**Important things happen in WLW land . . . and every second WLW's Special Features Department watches the ever-changing picture . . . prepared to portray it truthfully.**

**These things, too, we think, are part of the story of**

## WLW, The NATION'S STATION

*Tomorrow's Tube TODAY!*

# NEW RCA 813

## gives 260 watts output with less than 1 watt Driving Power!

RCA
813
Radiotron

**IT'S A FACT!** This sensational new RCA Beam Power Transmitting Tube actually requires less than one watt driving power to give 260 watts output in Class "C" Telegraph service. Needing no neutralization, a pair of 813's makes a bang-up final for that quick-band-change, high-power transmitter.

The new 813, is among the finest transmitting tubes RCA has ever developed, employs a new stem structure which makes practical a compact tube—only 7½" long—having very short heavy leads and low lead inductance. Because of its design, this new high-power beam tube can be operated at full ratings up to 30 megacycles without neutralization.

Other noteworthy features of this new tube are: Heavy-duty thoriated-tungsten filament, oversized graphite plate, dome-top bulb with cushion mount supports, low screen current, and a new Giant 7-pin base having short shell and wide pin spacings.

*Typical Operation (Class "C" Telegraphy)*

Filament Voltage
10 volts (a. c. or d. c.)

Filament Current
5 amperes

D-C Plate Voltage
2000 volts

D-C Screen Voltage
400 volts

D-C Grid Voltage
90 volts

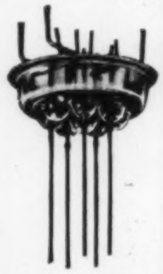
D-C Plate Current
180 milliamperes

D-C Screen Current
15 milliamperes

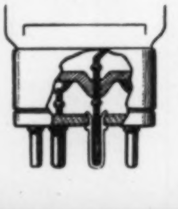
Driving Power
0.5 watt

Power Output
260 watts

**Price, $28.50**



View of moulded glass stem assembly showing individual lead seals.



Cut-away view showing short, heavy leads to terminal pins.

**RCA Radio Tubes**

**RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.**
**A Service of the Radio Corporation of America**